

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

**PURSUANT TO SECTION 13 OR 15(D) OF THE
SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported): January 7, 2014

VERA BRADLEY, INC.
(Exact name of registrant as specified in its charter)

Indiana
(State or Other Jurisdiction of Incorporation)

001-34918
(Commission
File Number)

27-2935063
(IRS Employer
Identification No.)

2208 Production Road, Fort Wayne, Indiana
(Address of Principal Executive Offices)

46808
(Zip Code)

(877) 708-8372
(Registrant's telephone number, including area code)

None
(Former name, former address and former fiscal year, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17CFR240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17CFR240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17CFR240.13e-4(c))

Item 8.01. Other Events.

On January 7, 2014, Vera Bradley, Inc. (the “Company”) announced that Sue Fuller has been named Chief Merchandising Officer. The press release is furnished as exhibit 99.1 to this report.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release dated January 7, 2014

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Vera Bradley, Inc.

Date: January 7, 2014

By: /s/ Kevin Sierks

Kevin Sierks

Interim Chief Financial Officer

Exhibit Index

Exhibit No.

Description

99.1

Press Release dated January 7, 2014



VERA BRADLEY NAMES SUE FULLER CHIEF MERCHANDISING OFFICER

Fort Wayne, Ind. (January 7, 2014) - Vera Bradley (NASDAQ: VRA) is entering the New Year with a new Chief Merchandising Officer, Sue Fuller.

In this newly created position, Fuller will build and communicate a compelling vision for Vera Bradley's growth through line and brand extensions. As a senior leader in charge of the brand's direction and execution, she will ensure the consistency of Vera Bradley's brand DNA.

Fuller brings more than 15 years of merchandising experience with several well-respected retailers including Polo Ralph Lauren, Land's End, L.L. Bean and Kohl's Department Stores, and most recently she served as Senior Vice President/General Merchandise Manager at Carhartt, Inc. Fuller holds an undergraduate degree from Johnson and Wales University and earned her Executive MBA from the University of Wisconsin.

"We are excited to welcome Sue to our senior leadership team," said Robert Wallstrom, Chief Executive Officer of Vera Bradley. "I believe Sue's talent and passion will bring more discipline to our merchandising process. Her broad experience across various merchandise categories and price points added to our strong design organization will help us strengthen our current assortments, grow revenues and deliver solid margin results while further engaging our customer."

About Vera Bradley, Inc.

Vera Bradley is a leading designer of women's handbags and accessories, luggage and travel items, eyewear, stationery and gifts. Founded in 1982 by friends Barbara Bradley Baekgaard and Patricia R. Miller, the brand's iconic designs and versatile styles offer women of all ages a colorful way to accessorize. Vera Bradley offers a unique, multi-channel sales model as well as a focus on service and a high level of engagement with fans. Fiscal 2013 net revenues increased 17% to \$541 million. The company's commitment to breast cancer research continues to increase its reach through the Vera Bradley Foundation for Breast Cancer. For more information about Vera Bradley (Nasdaq: VRA), visit www.verabradley.com/mediaroom.

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