FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL									
OMB Number:	3235-0287								
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0.5

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Name and Address of Reporting Person* Ray Michael C.	2. Issuer Name and Ticker or Trading Symbol Vera Bradley, Inc. [VRA]								5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner Officer (give title Vother (specify				
(Last) (First) (Middle C/O VERA BRADLEY, INC. 12420 STONEBRIDGE ROAD		ate of Earliest Tran	saction	(Mon	th/Day/Year)	below) Member of a 10% owner group							
(Street) ROANOKE IN 4678 (City) (State) (Zip)	3	4. If	Amendment, Date	of Origi	nal Fil	led (Month/Day	Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person						
Table I -	Non-Deriva	ative	Securities Ac	quire	d, D	isposed of	f, or Be	enefic	cially	Owned			
1. Title of Security (Instr. 3)	2. Transactio Date (Month/Day/)	on	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr.				(A) or		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
					v	Amount	(A) or (D) Pr			Transaction(s) (Instr. 3 and 4)			
Common Stock	10/17/20	18		S		2,429(1)	D	\$13.	.35(2)	65,595	D		
Common Stock	10/18/20	18		S		2,429(1)	D	\$13.	.43(2)	63,166	D		
Common Stock	10/17/20	18		S		10,913(1)	D	\$13.	.36 ⁽³⁾	294,678	I	By Michael Ray 2009 Grantor Retained Annuity Trust	
Common Stock	10/18/20	18		S		10,913(1)	D	\$13.	42 ⁽³⁾	283,765	I	By Michael Ray 2009 Grantor Retained Annuity Trust	
Common Stock	10/17/20	18		S		3,276(1)	D	\$13.	.35 ⁽⁴⁾	212,220	I	By Anne- Marie Ray Revocable Trust	
Common Stock	10/18/20	18		S		3,276(1)	D	\$13.	.43(4)	208,944	I	By Anne- Marie Ray Revocable Trust	
Common Stock										2,810,469 ⁽⁵⁾	I	By Barbara B. Baekgaard 2009 Grantor Retained Annuity Trust	
Common Stock										411,003	I	By Anne- Marie Ray 2017 Grantor Retained Annuity Trust #1	
Table	II - Derivativ	ve S	ecurities Acqu	uired,	Dis	posed of, o	or Ben	eficia	ally C	wned			

(e.g., puts, calls, warrants, options, convertible securities)

De Se	Title of rivative curity str. 3)	2. Conversion or Exercise Price of	3. Transaction Ta Date (Month/Day/Year)	If Prent Perival Execution Date, if any (e.g., p (Month/Day/Year)	uransa Ut S de Q	action	warik	ants,	ifeditedies Expiration Da QUIMODSy/	116 1	I Amoun	urities)	y Ovined Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially	10. Ownership Form: Direct (D)	11. Nature of Indirect Beneficial Ownership
De Se	Title of rivative curity str. 3)	Derivative Security Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code (8)		Pisposed Derbyative Restrities Acquived (A) or Disposed of (D)		6. Date Exerc Expiration Da (Month/Day/Y			tive (hstr. 3 it of ties ying tive ty (Instr. 3 Amount or	8. Price of Derivative	Owned Rohlmher of Replositive 种能性操作的(s) Resellistally Owned Following Reported Transaction(s)	or Indirect 19 (Instr. 4) Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	(Instr. 4) 11. Nature of Indirect Beneficial Ownership (Instr. 4)
					Code		(Instr and 5		Date Exercisable	Expiration Date	Title	Number of Shares		(Instr. 4)		
Exp	olanatior	of Respons	es:			-	,	(-)				Amount or Number				

- 1. The sales reported in this Form 4 were effected under a Rule 10b5-1 trading plan adopted on April **6** 2018.
- 1. The sales reported in this Form 4 were effected under a Rule 10b5-1 trading plan adopted on April 6 2. The prices reported are weighted average prices. The shares sold on Cooler 17, 2018 Were 40th in Exercise Plans Cooler 18, at prices Hanging Planes 13.18 to \$13.71, inclusive, and the shares sold on October 18, 2018 were sold in multiple transactions at prices ranging from \$13.31 to \$13.66, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 3. The prices reported are weighted average prices. The shares sold on October 17, 2018 were sold in multiple transactions at prices ranging from \$13.18 to \$13.77, inclusive, and the shares sold on October 18, 2018 were sold in multiple transactions at prices ranging from \$13.28 to \$13.66, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 4. The prices reported are weighted average prices. The shares sold on October 17, 2018 were sold in multiple transactions at prices ranging from \$13.18 to \$13.71, inclusive, and the shares sold on October 18, 2018 were sold in multiple transactions at prices ranging from \$13.31 to \$13.66, inclusive. The reporting person undertakes to provide the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in this footnote.
- 5. The reporting person disclaims beneficial ownership of these shares.

Remarks:

10/18/2018 /s/ Michael C. Ray

** Signature of Reporting Person

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.