



Pre-commencement  
communications  
..pursuant to Rule  
14d-2(b) under the  
Exchange Act (17  
CFR 240.14d-2(b))

Pre-commencement  
communications  
..pursuant to Rule  
13e-4(c) under the  
Exchange Act (17  
CFR 240.13e-4(c))

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Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

C. Roddy Mann, Executive Vice President, Strategy & Business Development of Vera Bradley, Inc. (the “Company”) will leave the Company effective May 31, 2016. In this role, Mr. Mann oversaw the Company’s retail and wholesale operations. Mr. Mann’s position will not be replaced. Instead, Melissa Latham, Vice President, Retail Stores, will lead the Company’s retail operations and Mary Beth Trypus, who joins the Company May 16, 2016 as Vice President, Global Wholesale Sales, will lead the wholesale operations. Ms. Latham and Ms. Trypus will report to Robert Wallstrom, Chief Executive Officer.

Mr. Mann will receive a severance package in accordance with the Vera Bradley, Inc. Severance Plan.

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SIGNATURE

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.  
(Registrant)

Date: May 10, 2016 /s/ Anastacia S. Knapper  
Anastacia S. Knapper  
Senior Vice President, General Counsel