

LightInTheBox Holding Co., Ltd.  
Form SC 13G/A  
February 13, 2015

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

**SCHEDULE 13G**

**(Amendment No. 1)**

**Under the Securities Exchange Act of 1934 \***

**LightInTheBox Holding Co., Ltd.**

(Name of Issuer)

**Ordinary Shares, par value US\$0.000067 per share**

(Title of Class of Securities)

**53225G102(1)**

(CUSIP Number)

**December 31, 2014**

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

---

(1) This CUSIP number applies to the Issuer's American Depositary Shares, each representing two Ordinary Shares.



CUSIP No. 53225G102

13G

- |     |  |
|-----|--|
| 1.  | Names of Reporting Persons<br>Quji (Alan) Guo  |
| 2.  | Check the Appropriate Box if a Member of a Group (See Instructions)<br>(a) <input type="radio"/><br>(b) <input checked="" type="radio"/> |
| 3.  | SEC Use Only   |
| 4.  | Citizenship or Place of Organization<br>People's Republic of China   |
| 5.  | Sole Voting Power<br>9,831,231(1) Ordinary Shares  |
| 6.  | Shared Voting Power<br>0   |
| 7.  | Sole Dispositive Power<br>9,831,231(1) Ordinary Shares   |
| 8.  | Shared Dispositive Power<br>0  |
| 9.  | Aggregate Amount Beneficially Owned by Each Reporting Person<br>9,831,231(1) Ordinary Shares   |
| 10. | Check if the Aggregate Amount in Row (9) Excludes Certain Shares<br><br>Not applicable   |
| 11. | Percent of Class Represented by Amount in Row (9)<br>10.1%(2)  |
| 12. | Type of Reporting Person (See Instructions)<br>IN  |

---

(1) The Reporting Persons are deemed to beneficially own 9,831,231 Ordinary Shares based on beneficial ownership of 9,811,231 Ordinary Shares and 10,000 American Depositary Shares (the ADSs), representing 20,000 Ordinary Shares.

(2) The percentage is based on 97,619,363 Ordinary Shares issued and outstanding as of December 31, 2014.

CUSIP No. 53225G102

13G

- |     |  |
|-----|--|
| 1.  | Names of Reporting Persons<br>Wincore Holdings Limited   |
| 2.  | Check the Appropriate Box if a Member of a Group (See Instructions)<br>(a) <input type="radio"/><br>(b) <input checked="" type="radio"/> |
| 3.  | SEC Use Only   |
| 4.  | Citizenship or Place of Organization<br>British Virgin Islands   |
| 5.  | Sole Voting Power<br>9,831,231(1) Ordinary Shares  |
| 6.  | Shared Voting Power<br>0   |
| 7.  | Sole Dispositive Power<br>9,831,231(1) Ordinary Shares   |
| 8.  | Shared Dispositive Power<br>0  |
| 9.  | Aggregate Amount Beneficially Owned by Each Reporting Person<br>9,831,231(1) Ordinary Shares   |
| 10. | Check if the Aggregate Amount in Row (9) Excludes Certain Shares<br><br>Not applicable   |
| 11. | Percent of Class Represented by Amount in Row (9)<br>10.1%(2)  |
| 12. | Type of Reporting Person (See Instructions)<br>CO  |

---

(1) The Reporting Persons are deemed to beneficially own 9,831,231 Ordinary Shares based on beneficial ownership of 9,811,231 Ordinary Shares and 10,000 ADSs, representing 20,000 Ordinary Shares.

(2) The percentage is based on 97,619,363 Ordinary Shares issued and outstanding as of December 31, 2014.

CUSIP No. 53225G102

13G

**Item 1.**

- (a) Name of Issuer  
LightInTheBox Holding Co., Ltd.
- (b) Address of Issuer's Principal Executive Offices  
Tower 2, Area D, Diantong Square  
  
No .7 Jiuxianqiao North Road  
  
Chaoyang District, Beijing 100015  
  
People's Republic of China

**Item 2.**

- (a) Name of Person Filing  
This schedule is filed by and on behalf of:
- |     |   |  |   |
|-----|---|--|---|
|     | 1 | Quji (Alan) Guo  |   |
|     | 2 | Wincore Holdings Limited                               |   |
| (b) |   | Address of the Principal Office or, if none, Residence |   |
|     | 1 | Quji (Alan) Guo  | Tower 2, Area D, Diantong Square<br><br>No .7 Jiuxianqiao North Road<br><br>Chaoyang District, Beijing 100015<br><br>People's Republic of China |
|     | 2 | Wincore Holdings Limited                               | Palm Grove House, P.O. Box 438, Road Town, Tortola, British Virgin Islands.   |
| (c) |   | Citizenship  |   |
|     | 1 | Quji (Alan) Guo  | People's Republic of China  |
|     | 2 | Wincore Holdings Limited                               | British Virgin Islands  |
| (d) |   | Title of Class of Securities                           |   |
|     |   | Ordinary Shares  |   |
| (e) |   | CUSIP Number   |   |
|     |   | 53225G102  |   |

**Item 3.** If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:  
Not applicable.

CUSIP No. 53225G102

13G

**Item 4. Ownership.**

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

	<b>Reporting Person(1)</b>	<b>Amount beneficially owned(1)</b>	<b>Percent of class(2)</b>	<b>Sole power to vote or direct the vote(1)</b>	<b>Shared power to vote or to direct the vote</b>	<b>Sole power to dispose or to direct the disposition of(1)</b>	<b>Shared power to dispose or to direct the disposition of</b>
1	Quji (Alan) Guo	9,831,231	10.1%	9,831,231	0	9,831,231	0
2	Wincore Holdings Limited	9,831,231	10.1%	9,831,231	0	9,831,231	0

(1) Wincore Holdings Limited is the record holder of 9,831,231 Ordinary Shares of the Issuer based on beneficial ownership of 9,811,231 Ordinary Shares and 10,000 ADSs, representing 20,000 Ordinary Shares. Wincore Holdings Limited, a British Virgin Islands company, is wholly owned by Quji (Alan) Guo. Mr. Guo has voting and investment power with respect to these Ordinary Shares.

(2) The percentage is based on 97,619,363 Ordinary Shares issued and outstanding as of December 31, 2014.

**Item 5.**

Not applicable

**Ownership of Five Percent or Less of a Class.****Item 6.**

Not applicable

**Ownership of More than Five Percent on Behalf of Another Person.****Item 7.**

Not applicable

**Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.****Item 8.**

Not applicable

**Identification and Classification of Members of the Group.****Item 9.**

Not applicable

**Notice of Dissolution of Group.****Item 10.**

Not applicable

**Certification.**

CUSIP No. 53225G102

13G

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 13, 2015

**Quji (Alan) Guo**

/s/ Quji (Alan) Guo

Signature

Quji (Alan) Guo

**Wincore Holdings Limited**

/s/ Quji (Alan) Guo

Signature

Name: Quji (Alan) Guo

Title: Director

**EXHIBIT INDEX**

<b>Exhibit No.</b>		<b>Description</b>
99.1	Joint Filing Agreement	

7

---