
SECURITIES AND EXCHANGE COMMISSION

WASHINGTON D.C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 OF THE SECURITIES EXCHANGE ACT OF 1934

For the month of June 2018

Commission File Number: 001-35942

LightInTheBox Holding Co., Ltd.

Tower 2, Area D, Diantong Square
No. 7 Jiuxianqiao North Road
Chaoyang District, Beijing 100015
People's Republic of China
(Address of principal executive offices)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40-F.

Form 20-F x Form 40-F o

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): o

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): o

Indicate by check mark whether by furnishing the information contained in this Form, the registrant is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes o No x

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): N/A

THIS REPORT ON FORM 6-K (OTHER THAN THE SECTION OF EXHIBIT 99.1 HERETO ENTITLED "BUSINESS OUTLOOK") SHALL BE DEEMED TO BE INCORPORATED BY REFERENCE IN THE PROSPECTUS INCLUDED IN THE REGISTRATION STATEMENT ON FORM F-3 (FILE NO. 333-212007) OF LIGHTINTHEBOX HOLDING CO., LTD. AND TO BE A PART THEREOF FROM THE DATE ON WHICH THIS REPORT IS FURNISHED, TO THE EXTENT NOT SUPERSEDED BY DOCUMENTS OR REPORTS SUBSEQUENTLY FILED OR FURNISHED.

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Exhibits

Exhibit 99.1 — LightInTheBox Announces Board and Management Changes

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SIGNATURE

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

LIGHTINTHEBOX HOLDING CO., LTD.

By: /s/ Quji (Alan) Guo
Name: Quji (Alan) Guo
Title: Chief Executive Officer

Date: June 29, 2018

LightInTheBox Announces Board and Management Changes

BEIJING, June 28, 2018 /PRNewswire/ — LightInTheBox Holding Co., Ltd. (NYSE: LITB) (“LightInTheBox” or the “Company”), a global online retail company that delivers products directly to consumers around the world, today announced certain management and Board of Directors of the Company (the “Board”) changes.

Mr. Alan Guo, founder, Chairman and CEO, is voluntarily stepping down as CEO and Chairman of the Board to pursue other personal interests. In order to ensure an orderly transition, Mr. Guo will remain as CEO of the Company for up to 60 days. Mr. Guo will continue to serve on the Board as a director.

Mr. Zhi Yan, Co-Chairman and CEO of Zall Smart Commerce Group Ltd. (formerly known as Zall Group Ltd.) (“Zall”), has been elected as Chairman of the Board with effect immediately. Mr. Yan has been serving on the Board of LITB since March 30, 2016.

Mr. Alan Guo commented, “After I founded LightInTheBox with my co-founders, I served as Chairman and CEO for 10 years. I have decided that the time has come for me to pursue other interests and for the Company to embrace a new leadership to develop new initiatives and opportunities. I warmly welcome Mr. Yan as the new Chairman of the Board and I look forward to continuing to work closely with him.”

Mr. Zhi Yan, new Chairman of LightInTheBox, said, “We are grateful for Alan’s past leadership, hard work, and contributions as founder and CEO to successfully build and develop the Company. We will work diligently to identify a new CEO capable of further developing the Company. I also look forward to increasing cooperation between LightInTheBox and Zall with the aim of increasing value for the Company’s shareholders”.

In addition, Zall Cross-border E-commerce Investment Company Limited (“Zall E-commerce”), a wholly-owned subsidiary of Zall, and AOGANG International (Hong Kong) Corporation Limited (“AOGANG International”), a wholly-owned subsidiary of Zhejiang Aokang Shoes Co., Ltd., two shareholders of the Company, have entered into a shareholder voting agreement in order to provide the Company with the support needed to achieve long-term success. Zall E-commerce and Wincore Holdings Limited (“Wincore”), an entity wholly-owned by Mr. Alan Guo, have also entered into a shareholder voting agreement. Both agreements provide Zall E-commerce with the ability to vote the shares held by AOGANG International and Wincore.

About LightInTheBox Holding Co., Ltd.

LightInTheBox is a global online retail company that delivers products directly to consumers around the world. The Company offers customers a convenient way to shop for a wide selection of products at attractive prices through its www.lightinthebox.com, www.miniinthebox.com and other websites and mobile applications, which are available in 23 major languages and cover more than 90% of global Internet users.

Forward-Looking Statements

This announcement contains forward-looking statements. These statements are made under the “safe harbor” provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as “will,” “expects,” “anticipates,” “future,” “intends,” “plans,” “believes,” “estimates,” “potential,” “continue,” “ongoing,” “targets” and similar statements. Among other things, statements that are not historical facts, including statements about LightInTheBox’s beliefs and expectations, the business outlook and quotations from management in this announcement, as well as LightInTheBox’s strategic and operational plans, are or contain forward-looking statements. LightInTheBox may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission (the “SEC”), in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: LightInTheBox’s goals and strategies; LightInTheBox’s future business development, results of operations and financial condition; the expected growth of the global online retail market; LightInTheBox’s ability to attract customers and further enhance customer experience and product offerings; LightInTheBox’s ability to strengthen its supply chain efficiency and optimize its logistics network; LightInTheBox’s expectations regarding demand for and market acceptance of its products; competition; fluctuations in general economic and business conditions and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in LightInTheBox’s filings with the SEC. All information provided in this press release and in the attachments is as of the date of this press release, and LightInTheBox does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

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