

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 28, 2005

Limited Brands, Inc.

(Exact Name of Registrant
as Specified in Charter)

Delaware

(State or Other Jurisdiction of Incorporation)

1-8344

(Commission File Number)

31-1029810

(IRS Employer Identification No.)

Three Limited Parkway

Columbus, OH

(Address of Principal Executive Offices)

43230

(Zip Code)

(614) 415-7000

Registrant's telephone number, including area code:

Not Applicable

(Former Name or Former Address, 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 (see General Instruction A.2. below):

- 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 (17 CFR 240.14a-12)
- 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))

Item 5.02 Departure of Directors or Principal Officers; Election of Directors; Appointment of Principal Officers.

(d) On January 28, 2005, Limited Brands, Inc. appointed William R. Loomis, Jr. to its Board of Directors. At this time Mr. Loomis has not been named to any committee of the Board.

A copy of the press release announcing his appointment is attached hereto as Exhibit 99.1 and is hereby incorporated by reference.

Item 9.01 Financial Statements and Exhibits.

Exhibit 99.1

Press Release dated January 31, 2005.

SIGNATURES

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 hereunto duly authorized.

LIMITED BRANDS, INC.

Date: February 1, 2005

By: /s/ Douglas L. Williams

Name: Douglas L. Williams

Title: Authorized Officer

Limited Brands

LIMITED BRANDS ELECTS WILLIAM R. LOOMIS, JR. TO BOARD OF DIRECTORS

COLUMBUS, OH (January 31, 2005) – Limited Brands (NYSE: LTD) announced the election of William R. Loomis, Jr. to its Board of Directors, effective immediately.

“I am very excited to have Bill join our Board,” said Mr. Leslie Wexner, Board Chairman. “His knowledge of our business and experience in international finance will bring a valuable perspective to Limited Brands.”

Mr. Loomis is a 30-year veteran in financial services, having worked with clients in a broad range of industries across the U.S. and globally, including having served as Chief Executive Officer of Lazard LLC. He has also held positions with Lehman Brothers Incorporated and Citibank, N.A.

Mr. Loomis currently serves on the boards of Alcan Inc. and Ripplewood LLC. Mr. Loomis holds an MBA from Harvard Business School and a B.A. from Williams College. Mr. Loomis is currently in the graduate PhD program at the University of California (Santa Barbara).

ABOUT LIMITED BRANDS:

Limited Brands, through Victoria’s Secret, Bath & Body Works, Express, Limited Stores, White Barn Candle Co. and Henri Bendel, presently operates 3,835 specialty stores. Victoria’s Secret products are also available through the catalogue and www.VictoriasSecret.com.

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For further information, please contact:

Anthony Hebron
Vice President, External Communications
614.415.7555

Three Limited Parkway Columbus, Ohio 43230 www.LimitedBrands.com
