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LightInTheBox Holding Co., Ltd. Form SC 13D/A October 21, 2016

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

SCHEDULE 13D

Under the Securities Exchange Act of 1934 (Amendment No. 1)*

LightInTheBox Holding Co., Ltd. (Name of Issuer)

Ordinary shares, par value US\$0.000067 per share (Title of Class of Securities)

53225G102 (CUSIP Number)

Chan Yik Pun
Company Secretary
Zall Group Ltd.
Suite 2101, 21st Floor, Two Exchange Square
Central, Hong Kong
852-3153-5808
(Name, Address and Telephone Number of Person
Authorized to Receive Notices and Communications)

With copies to: Ning Zhang, Esq. Orrick, Herrington & Sutcliffe LLP 5701 China World Tower No.1 Jianguomenwai Avenue Beijing 100004 People's Republic of China 86-10-8595-5693

October 13, 2016

(Date of Event which Requires Filing of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of \$\$240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box .

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Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See §240.13d-7 for other parties to whom copies are to be sent.

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).

^{*} 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.

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CUSIP No. 53225G102 Page 1 of 10

1	I.R. ABO ONI Zall	MES OF REPORTING PERSONS S. IDENTIFICATION NOS. OF OVE PERSONS (ENTITIES LY) Cross-border E-commerce estment Company Limited			
2		ECK THE APPROPRIATE BOX IF IEMBER OF A GROUP	(a) (b)		
3	SEC	C USE ONLY			
4		JRCE OF FUNDS (SEE TRUCTIONS)			
5	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(D) OR 2(E)				
6	CITIZENSHIP OR PLACE OF ORGANIZATION British Virgin Islands				
NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	7	SOLE VOTING POWER 0 SHARED VOTING POWER			
	8	49,955,000 SOLE DISPOSITIVE POWER			

10

49,955,000

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH

REPORTING PERSON

49,955,000

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES

CERTAIN SHARES (SEE

INSTRUCTIONS)

PERCENT OF CLASS

REPRESENTED BY AMOUNT IN

13 ROW (11)

11

12

14

34.4%*

TYPE OF REPORTING PERSON

(SEE INSTRUCTIONS)

CO

^{*} See Item 5 for Information on calculating this percentage.

CUSIP No. 53225G102 Page 2 of 10

	NAMES OF REPORTING PERSONS				
1	I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)				
	Zall Development (BVI) Holding Company Limited				
2	CHECK THE APPROPRIATE BOX I A MEMBER OF A GROUP		(a)		
2			(b)		
3	SEC USE ONLY				
3					
4	SOURCE OF FUNDS (SEE INSTRUCTIONS)				
	WC				
	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS				
5	REQUIRED PURSUANT TO ITEM 2(D) OR 2(E)				
	CITIZENSHIP OR PLACE OF ORGANIZATION				
6	British Virgin Islands				
	SOLE VOTING POWER				
	7	0			
NUMBER OF SHARES	8	SHARED VOTING POWER			
BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH		51,410,242			
	9	SOLE DISPOSITIVE POWER			
		0			

10

51,410,242

AGGREGATE AMOUNT

BENEFICIALLY OWNED BY EACH

11 REPORTING PERSON

51,410,242

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES

CERTAIN SHARES (SEE 12

INSTRUCTIONS)

PERCENT OF CLASS

REPRESENTED BY AMOUNT IN

13 ROW (11)

35.4%*

TYPE OF REPORTING PERSON

(SEE INSTRUCTIONS)

CO

^{*} See Item 5 for Information on calculating this percentage.

CUSIP No. 53225G102 Page **3** of 10

NAMES OF REPORTING PERSONS I.R.S. IDENTIFICATION NOS. OF **ABOVE PERSONS (ENTITIES** 1 ONLY) Zall Group Ltd.* CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP 2 (b) SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 5 2(D) OR 2(E) CITIZENSHIP OR PLACE OF **ORGANIZATION** 6 Cayman Islands **SOLE VOTING POWER** 7 0 NUMBER OF **SHARES** SHARED VOTING POWER **BENEFICIALLY** 8 OWNED BY 51,410,242 **EACH REPORTING** SOLE DISPOSITIVE POWER PERSON WITH 9

10

51,410,242

AGGREGATE AMOUNT

BENEFICIALLY OWNED BY EACH

11 REPORTING PERSON

51,410,242

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES

CERTAIN SHARES (SEE

12 INSTRUCTIONS)

PERCENT OF CLASS

REPRESENTED BY AMOUNT IN

13 ROW (11)

 $35.4\%^{\dagger}$

TYPE OF REPORTING PERSON

(SEE INSTRUCTIONS)

НС

^{*} Zall Development Group Ltd. changed its name to Zall Group Ltd. on May 20, 2016. See Item 1 for more information.

[†]See Item 5 for Information on calculating this percentage.

CUSIP No. 53225G102 Page 4 of 10

1	NAMES OF REPORTING PERSONS I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY) Zall Development Investment Company Limited		
2	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP	(a) (b)	
3	SEC USE ONLY		
4	SOURCE OF FUNDS (SEE INSTRUCTIONS) AF		
5	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 2(D) OR 2(E)		
6	CITIZENSHIP OR PLACE OF ORGANIZATION British Virgin Islands		
NUMBER OF	SOLE VOTING POWER 7 0		
SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH	SHARED VOTING POWER 8 51,410,242		
	SOLE DISPOSITIVE POWER 9 0		

10

51,410,242

AGGREGATE AMOUNT

BENEFICIALLY OWNED BY EACH

11 REPORTING PERSON

51,410,242

CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES

CERTAIN SHARES (SEE

12 CERTAIN SHARES INSTRUCTIONS)

PERCENT OF CLASS

REPRESENTED BY AMOUNT IN

13 ROW (1)

35.4%*

TYPE OF REPORTING PERSON

(SEE INSTRUCTIONS)

CO

^{*} See Item 5 for Information on calculating this percentage.

CUSIP No. 53225G102 Page 5 of 10

1 NAMES OF REPORTING PERSONS I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY) Yan Zhi CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (b) 2 SEC USE ONLY 3 SOURCE OF FUNDS (SEE INSTRUCTIONS) 4 AF CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEM 5 2(D) OR 2(E) CITIZENSHIP OR PLACE OF **ORGANIZATION** 6 People's Republic of China ("PRC") NUMBER OF **SHARES** BENEFICIALLY **SOLE VOTING POWER** OWNED BY **EACH**

0

REPORTING PERSON WITH

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SHARED VOTING POWER

8

51,410,242

SOLE DISPOSITIVE POWER

9

0

SHARED DISPOSITIVE POWER

10

51,410,242

AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

51,410,242