

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

SCHEDULE 13G
(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT TO RULES
13d-1 (b), (c) AND (d) AND AMENDMENTS THERETO FILED PURSUANT TO 13d-2

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

VIPSHOP HOLDINGS LIMITED

(Name of Issuer)

Ordinary Shares, par value \$0.0001 per share

(Title of Class of Securities)

G93629106

(CUSIP Number)

December 31, 2012

(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 the disclosures provided in a prior cover page.

The information required in 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. Names of Reporting Persons.
High Vivacity Holdings Limited

2. Check the Appropriate Box if a Member of a Group

(a)

(b)

3. SEC Use Only

4. Citizenship or Place of Organization
British Virgin Islands

5. Sole Voting Power
13,563,810

Number of
Shares
Beneficially
Owned by
Each
Reporting
Person With

6. Shared Voting Power
0

7. Sole Dispositive Power
13,563,810

8. Shared Dispositive Power
0

9. Aggregate Amount Beneficially Owned by Each Reporting Person
13,563,810

10. Check Box if the Aggregate Amount in Row 9 Excludes Certain Shares

11. Percent of Class Represented by Amount in Row 9
13.4%

12. Type of Reporting Person
CO

1. Names of Reporting Persons.
Arthur Xiaobo Hong
-
2. Check the Appropriate Box if a Member of a Group
- (a)
- (b)
-
3. SEC Use Only
-
4. Citizenship or Place of Organization
The People's Republic of China
-
- | | | |
|-------------------------------------------------------------------------------------|----|---------------------------------------|
| Number of Shares Beneficially Owned by Each Reporting Person With | 5. | Sole Voting Power 13,563,810* |
| | 6. | Shared Voting Power 0 |
| | 7. | Sole Dispositive Power 13,563,810* |
| | 8. | Shared Dispositive Power 0 |
-
9. Aggregate Amount Beneficially Owned by Each Reporting Person
13,563,810
-
10. Check Box if the Aggregate Amount in Row 9 Excludes Certain Shares
-
11. Percent of Class Represented by Amount in Row 9
13.4%
-
12. Type of Reporting Person
IN
-

* consists of 13,563,810 ordinary shares held by High Vivacity Holdings Limited. Mr. Hong is the sole shareholder of High Vivacity Holdings Limited and thus has the sole voting and dispositive power over the shares held by High Vivacity Holdings Limited.

Item 1(a). Name of Issuer:
Vipshop Holdings Limited, a Cayman Islands company (the “Company”)

Item 1(b). Address of Issuer’s Principal Executive Offices:
No. 20 Huahai Street, Liwan District
Guangzhou 510370
The People’s Republic of China

Item 2(a). Name of Person Filing:
High Vivacity Holdings Limited
Arthur Xiaobo Hong

Item 2(b). Address of Principal Business Office or, if none, Residence:
For High Vivacity Holdings Limited:
Palm Grove House, P.O. Box 438
Road Town, Tortola, British Virgin Islands

For Arthur Xiaobo Hong:
No.20 Huahai Street, Liwan District
Guangzhou, 510370
The People’s Republic of China

Item 2(c). Citizenship:
High Vivacity Holdings Limited is a British Virgin Islands company.
Arthur Xiaobo Hong is a citizen of the People’s Republic of China.

Item 2(d). Title of Class of Securities.
Ordinary Shares, par value \$0.0001 per share.

Item 2(e). CUSIP Number.
G93629106

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.

Item 4. Ownership.

The percentages used herein are calculated based upon 101,538,565 ordinary shares, par value \$0.0001 per share, of the Company issued and outstanding as of December 31, 2012.

High Vivacity Holdings Limited, a British Virgin Islands company, is the record owner of 13,563,810 ordinary shares of the Company. High Vivacity Holdings Limited is wholly owned by Mr. Hong.

Item 5. Ownership of Five Percent or Less of a Class

Not Applicable.

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

Not Applicable.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company.

Not Applicable.

Item 8. Identification and Classification of Members of the Group.

Not Applicable.

Item 9. Notice of Dissolution of Group.

Not Applicable.

Item 10. Certification.
Not Applicable.

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.

Dated: February 7, 2013

High Vivacity Holdings Limited

By: /s/ Arthur Xiaobo Hong

Name: Arthur Xiaobo Hong

Title: Director

Arthur Xiaobo Hong

/s/ Arthur Xiaobo Hong

Arthur Xiaobo Hong

LIST OF EXHIBITS

| Exhibit No. | Description |
|--------------------|------------------------|
| A | Joint Filing Agreement |

Joint Filing Agreement

In accordance with Rule 13d-1(k) promulgated under the Securities Exchange Act of 1934, as amended, the undersigned hereby agree to the joint filing with all other Reporting Persons (as such term is defined in the Schedule 13G referred to below) on behalf of each of them of a statement on Schedule 13G (including amendments thereto) with respect to the ordinary shares, par value US\$0.0001 per share, of Vipshop Holdings Limited, a Cayman Islands company, and that this Agreement may be included as an Exhibit to such joint filing. This Agreement may be executed in any number of counterparts all of which, taken together, shall constitute one and the same instrument.

[Remainder of this page has been left intentionally blank.]

Signature Page

IN WITNESS WHEREOF, the undersigned hereby execute this Joint Filing Agreement as of February 7, 2013.

High Vivacity Holdings Limited

By: /s/ Arthur Xiaobo Hong

Name: Arthur Xiaobo Hong

Title: Director

Arthur Xiaobo Hong

/s/ Arthur Xiaobo Hong

Arthur Xiaobo Hong
