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

FORM 6-K

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

For the month of August 2020

Commission File Number: 001-37385

Baozun Inc.

**Building B, No. 1268 Wanrong Road
Shanghai 200436
The People's Republic of China
+86 21 8026-6000**

(Address, including zip code, and telephone number, including area code, of Registrant's principal executive offices)

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

Form 20-F Form 40-F

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):

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):

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, thereunto duly authorized.

Baozun Inc.

By: /s/ Robin Bin Lu

Name: Robin Bin Lu

Title: Chief Financial Officer

Date: August 10, 2020

Exhibit Index

Exhibit 99.1 — Press Release

Baozun Announces Resignation of Director

SHANGHAI, CHINA - August 10, 2020 - Baozun Inc. (Nasdaq: BZUN) (“Baozun” or the “Company”), the leading brand e-commerce service partner that helps brands execute their e-commerce strategies in China, today announced that Dr. Gang Yu, has notified the board of directors (the “Board”) of the Company that he intends to resign from his position as a member of the Board for personal reasons, effective from August 10, 2020.

Mr. Vincent Qiu, Chairman and Chief Executive Officer of Baozun, commented, “Dr. Yu has been a trusted member of the Board since April 2018. On behalf of the Board, I would like to thank him for his valuable contributions to Baozun during his tenure on the Board. His various suggestions to the Board and to the management team have been very insightful and profound. I wish him continued success in the future.”

Dr. Yu added, “I am honored to have had a chance to contribute to the development of Baozun and I have enjoyed working with a highly professional Board and management team. I am confident that Baozun is well positioned to achieve even greater success in the future.”

About Baozun Inc.

Baozun is the leading brand e-commerce service partner that helps brands execute their e-commerce strategies in China by selling their goods directly to customers online or by providing services to assist with their e-commerce operations. The Company’s integrated end-to-end brand e-commerce capabilities encompass all aspects of the e-commerce value chain, covering IT solutions, store operations, digital marketing, customer services, warehousing and fulfillment.

For more information, please visit <http://ir.baozun.com>

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