

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>WEXNER LESLIE H</u> (Last) (First) (Middle) <u>C/O LIMITED BRANDS, INC.</u> <u>THREE LIMITED PARKWAY</u> (Street) <u>COLUMBUS, OH 43216</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>LIMITED BRANDS INC [LTD]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Chairman and CEO</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>02/02/2004</u>	
4. If Amendment, Date of Original Filed (Month/Day/Year)		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Stock Option (right to buy)	\$18.74	02/02/2004		A		360,000		(2)	02/02/2014	Common Stock	360,000	(3)	360,000	D ⁽¹⁾	

1. Name and Address of Reporting Person*
WEXNER LESLIE H
 (Last) (First) (Middle)
C/O LIMITED BRANDS, INC.
THREE LIMITED PARKWAY
 (Street)
COLUMBUS, OH 43216
 (City) (State) (Zip)

1. Name and Address of Reporting Person*
WEXNER ABIGAIL S
 (Last) (First) (Middle)
C/O LIMITED BRANDS, INC.
THREE LIMITED PARKWAY
 (Street)
COLUMBUS, OH 43216
 (City) (State) (Zip)

Explanation of Responses:

- Owned by Leslie H. Wexner ("Mr. Wexner") directly. Owned by Abigail S. Wexner ("Mrs. Wexner") indirectly, through Mr. Wexner. Mrs. Wexner disclaims beneficial ownership of all indirectly owned securities in excess of her pecuniary interest therein.
- Option vests: 2/2/05 - 90,000 shares; 2/2/06 - 90,000 shares; 2/2/07 - 90,000 shares; and 2/2/08 - 90,000 shares.
- Not applicable.

Remarks:

See Exhibit 99.1

Leslie H. Wexner

** Signature of Reporting Person

02/04/2004

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

Joint Filer Information

Name of Joint Filer: Abigail S. Wexner
Address of Joint Filer: c/o Limited Brands, Inc.
Three Limited Parkway
Columbus, OH 43216
Relationship of Joint Filer to Issuer: Director
Issuer Name and Ticker or Trading Symbol: Limited Brands, Inc. (LTD)
Date of Earliest Transaction Required
to be Reported (Month/Day/Year): 2/2/2004
Designated Filer: Leslie H. Wexner

SIGNATURE:

Abigail S. Wexner

Abigail S. Wexner

February 4, 2004

Date