

RETAIL VENTURES INC  
Form 25  
May 27, 2011

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D. C. 20549  
FORM 25  
NOTIFICATION OF REMOVAL FROM LISTING AND/OR  
REGISTRATION UNDER SECTION 12(b) OF THE  
SECURITIES EXCHANGE ACT OF 1934.  
Commission File Number 001-10767  
Retail Ventures, Inc.  
Exchange: N/A**

(Exact name of Issuer as specified in its charter, and name of Exchange where security is listed and/or registered)  
4150 E. Fifth Avenue, Columbus, Ohio 43219  
Telephone: (614) 238-4148

(Address, including zip code, and telephone number, including area code, of Issuer's principal executive offices)  
Mandatorily Exchangeable Notes Due 2011

(Description of class of securities)

Please place an X in the box to designate the rule provision relied upon to strike the class of securities from listing and registration:

- 17 CFR 240.12d2-2(a)(1)
- 17 CFR 240.12d2-2(a)(2)
- 17 CFR 240.12d2-2(a)(3)
- 17 CFR 240.12d2-2(a)(4)

Pursuant to 17 CFR 240.12d2-2(b), the Exchange has complied with its rules to strike the class of securities from listing and/or withdraw registration on the Exchange. 1

Pursuant to 17 CFR 240.12d2-2(c), the Issuer has complied with the rules of the Exchange and the requirements of 17 CFR 240.12d2-2(c) governing the voluntary withdrawal of the class of securities from listing and registration on the Exchange.

Pursuant to the requirements of the Securities Exchange Act of 1934, DSW MS LLC, as successor in interest to Retail Ventures, Inc., certifies that it has reasonable grounds to believe that it meets all of the requirements for filing the Form 25 and has caused this notification to be signed on its behalf by the undersigned duly authorized person.

May 27, 2011                      /s/ William L. Jordan                      Executive Vice President, General Counsel and Secretary

**Date                                      Name                                      Title**

1    Form 25 and attached Notice will be considered in compliance with the provisions of 17 CFR 240.19d-1 as applicable. See General Instructions.