GUESS INC ET AL/CA/
Form 8-K
July 29, 2004

==

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

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): July 29, 2004 (July 29, 2004)

GUESS?, INC.
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation)

1-11893   95-3679695
(Commission File Number)   (IRS Employer Identification No.)

1444 S. Alameda Street Los Angeles, California 90021
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (213) 765-3100

Not applicable
(Former name or former address, if changed since last report)

==

Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.

(c)   Exhibits

99.1   Press Release of Guess?, Inc. dated July 29, 2004 (financial results for
        the second fiscal quarter of 2004)

2

Item 9. Regulation FD Disclosure.

     Guess?, Inc. issued a press release on July 29, 2004. The press release
announced its financial results for the quarter ended June 26, 2004. The press
release is filed as Exhibit 99.1 and is hereby incorporated by reference in its
entirety. In accordance with SEC Release No. 33-8216, the information in this
Form 8-K and the exhibit attached hereto are being furnished under Item 9 rather
than under Item 12.

3

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, Guess?,
Inc. has duly caused this report to be signed on its behalf by the undersigned,
hereunto duly authorized, in the City of Los Angeles, State of California, on
July 29, 2004.

GUESS?, INC.

By: /s/ Maurice Marciano

    Maurice Marciano
    Co-Chairman of the Board,
    Co-Chief Executive Officer and
    Director

4

EXHIBIT INDEX

Exhibit No.   Description
-----------   -----------

99.1   Press Release of Guess?, Inc. dated July 29, 2004. (financial
                results for the second fiscal quarter of 2004)

5