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

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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* MARCIANO PAUL (Last) (First) (Middle) C/O GUESS?, INC. 1444 SOUTH ALAMEDA STREET (Street) LOS ANGELES CA 90021 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol GUESS INC ET AL/CA/ [GES]	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) Co-Chairman and Co-CEO
	3. Date of Earliest Transaction (Month/Day/Year) 03/08/2004	
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			
Common Stock	03/08/2004		S		1,300	D	\$16.85	12,475,968 ⁽¹⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		8,500	D	\$16.82	12,467,468 ⁽²⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		100	D	\$16.81	12,467,368 ⁽³⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		800	D	\$16.86	12,466,568 ⁽⁴⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		700	D	\$16.8	12,465,868 ⁽⁵⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		200	D	\$16.68	12,465,668 ⁽⁶⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		400	D	\$16.78	12,465,268 ⁽⁷⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		100	D	\$16.75	12,465,168 ⁽⁸⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		1,100	D	\$16.79	12,464,068 ⁽⁹⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		1,100	D	\$16.7	12,462,968 ⁽¹⁰⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		800	D	\$16.59	12,462,168 ⁽¹¹⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		300	D	\$16.58	12,461,868 ⁽¹²⁾	I	By Paul Marciano Trust

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			
Common Stock	03/08/2004		S		200	D	\$16.61	12,461,668 ⁽¹³⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		11,300	D	\$16.6	12,450,368 ⁽¹⁴⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		2,000	D	\$16.57	12,448,368 ⁽¹⁵⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		100	D	\$16.73	12,448,268 ⁽¹⁶⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		1,100	D	\$17.27	12,447,168 ⁽¹⁷⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		100	D	\$16.56	12,447,068 ⁽¹⁸⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		400	D	\$17.29	12,446,668 ⁽¹⁹⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		400	D	\$17.35	12,446,268 ⁽²⁰⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		300	D	\$17.42	12,445,968 ⁽²¹⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		4,000	D	\$17.58	12,441,968 ⁽²²⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		200	D	\$17.26	12,441,768 ⁽²³⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		1,000	D	\$17.15	12,440,768 ⁽²⁴⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		5,600	D	\$16.55	12,435,168 ⁽²⁵⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		100	D	\$17.25	12,435,068 ⁽²⁶⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		800	D	\$17.16	12,434,268 ⁽²⁷⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		100	D	\$16.54	12,434,168 ⁽²⁸⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		1,200	D	\$17.17	12,432,968 ⁽²⁹⁾	I	By Paul Marciano Trust
Common Stock	03/08/2004		S		400	D	\$17.22	12,427,268 ⁽³⁰⁾⁽³¹⁾	I	By Paul Marciano Trust

**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					

Explanation of Responses:

1. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,335,098 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
2. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,326,598 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
3. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,326,498 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
4. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,325,698 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
5. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,324,998 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
6. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,324,798 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
7. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,324,398 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
8. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,324,298 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
9. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,323,198 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
10. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,322,098 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
11. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,321,298 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
12. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,320,998 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
13. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,320,798 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
14. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,309,498 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
15. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,307,498 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
16. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,307,398 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
17. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,306,298 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
18. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,306,198 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
19. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,305,798 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
20. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,305,398 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
21. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,305,098 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
22. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,301,098 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
23. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,300,898 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
24. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,299,898 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
25. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,294,298 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
26. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,294,198 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
27. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,293,398 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
28. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,293,298 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
29. Includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,292,098 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
30. Following the sale of 400 shares at \$17.22, the amount of shares owned beneficially by the reporting person is 12,432,568: includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,291,698 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.
31. The reporting person also engaged in six additional sales of common stock on 3/8/04 as follows: 1,100 shares at \$17.18 per share; 3,000 at \$17.11 per share; 100 at \$17.14 per share; 400 at \$17.19 per share; 600 at \$17.20 per share; and 100 at \$17.21 per share. The transaction code applicable to these sales is "S." Following these sales, the amount of shares owned beneficially by the reporting person is 12,427,268: includes shares of Common Stock beneficially owned by Paul Marciano as follows: 12,286,398 shares held indirectly as sole trustee of the Paul Marciano Trust, dated 2/20/86 and 140,870 shares held indirectly as co-trustee of the Maurice Marciano 2001 Children's Trust.

Remarks:

Paul Marciano

03/10/2004

** Signature of Reporting Person 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.

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