

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 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): May 8, 2000

GUESS ?, INC.

(Exact Name of Registrant as Specified in Charter)

Delaware

1-11893

95-3679695

(State or Other Jurisdiction
of Incorporation)

(Commission File
Number)

(IRS Employer
Identification No.)

1444 South Alameda Street, Los Angeles, California

90021

(Address of Principal Executive Offices)

(Zip Code)

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

(Former Name or Former Address, if Changed since Last Report)

Item 5. Other Events.

On May 8, 2000, Guess ?, Inc. issued a press release reporting the results of its retail sales for the month of April 2000. A copy of the press release is attached hereto as Exhibit 99.1 to this Current Report on Form 8-K and is hereby incorporated by reference herein.

Item 7. Financial Statements and Exhibits

(c) Exhibits

99.1 Press Release issued by Guess ?, Inc. on May 8, 2000

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SIGNATURE

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 hereunto duly authorized.

GUESS ?, INC.
(Registrant)

By: /s/ Brian L. Fleming

Name: Brian L. Fleming

Title: Executive Vice President and
Chief Financial Officer

Date: May 24, 2000

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EXHIBIT INDEX

Exhibit No. -----	Title -----
99.1	Press Release issued by Guess ?, Inc. on May 8, 2000

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PRESS RELEASE DATED MAY 8, 2000

FOR IMMEDIATE RELEASE

Contact: Brian Fleming
Executive Vice President &
Chief Financial Officer
(213) 765 3582

James K. White
Kehoe, White, Savage & Co, Inc.
(562) 437 0655

- GUESS ?, INC. REPORTS APRIL RETAIL SALES INCREASE 42.2% -

- ACHIEVES COMPARABLE STORE SALES INCREASE OF 13.4% -

- WHOLESALE BACKLOG UP 74% -

- COMFORTABLE WITH ANALYSTS' ESTIMATES -

LOS ANGELES, CA, MAY 8, 2000 -- Guess ?, Inc. (NYSE:GES) today reported total April retail sales of \$33.9 million for the five week period ended May 6, 2000, an increase of 42.2% over sales of \$23.8 million for the comparable five week period ended May 2, 1999. The current April period included retail sales of Guess Canada of \$2.5 million. During April, comparable store sales, excluding Guess Canada, increased 13.4%, which was against a very strong 31.2% comparable sales increase in April 1999. The Company's full priced retail stores generated a 14.7% comparable store sales increase while the factory outlet stores recorded a 10.6% comparable store sales growth. As of May 6, 2000, the Company had unfilled wholesale orders to department and specialty store customers, consisting primarily of orders for seasonal fashion apparel of \$158.9 million, a 74% increase from a year ago.

Paul Marciano, Co-Chairman and Co-Chief Executive Officer of Guess ?, Inc., commented, "We are very pleased with our April 2000 retail sales and wholesale booking rates which reflect the continuing strength of our brand and product. We also remain comfortable with security analysts' current earnings estimates for the second quarter and the balance of 2000."

Guess ?, Inc. designs, markets, distributes and licenses one of the world's leading lifestyle collections of casual apparel, accessories and related consumer products.

EXCEPT FOR HISTORICAL INFORMATION CONTAINED HEREIN, CERTAIN MATTERS DISCUSSED IN THIS PRESS RELEASE ARE FORWARD-LOOKING STATEMENTS THAT ARE MADE PURSUANT TO THE SAFE HARBOR PROVISIONS OF THE PRIVATE SECURITIES LITIGATION REFORM ACT OF 1995. THESE STATEMENTS INVOLVE RISKS AND UNCERTAINTIES WHICH MAY CAUSE THE COMPANY'S ACTUAL RESULTS IN FUTURE PERIODS OR PLANS FOR FUTURE PERIODS TO DIFFER MATERIALLY FROM WHAT IS CURRENTLY ANTICIPATED. THOSE RISKS INCLUDE THOSE MATTERS DETAILED FROM TIME TO TIME IN THE COMPANY'S SEC REPORTS.