
**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): January 9, 2008

GUESS?, INC.

(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

1-11893

(Commission File Number)

95-3679695

(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)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01 Regulation FD Disclosure.

Guess?, Inc. (the "Company") issued a press release on January 9, 2008 which provided updated guidance for the Company's fiscal year ending February 2, 2008. The press release is furnished herewith as Exhibit 99.1.

The information in this Current Report on Form 8-K is being furnished under Item 7.01 and shall not be deemed to be "filed" for the purposes of Section 18 of the Securities Exchange Act of 1934 (the "Exchange Act"), or otherwise subject to the liabilities of such section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits.

The following exhibit is furnished herewith:

99.1 Press release of Guess?, Inc. dated January 9, 2008 (announcing updated guidance)

SIGNATURES

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.

Date: January 9, 2008

GUESS?, INC.

By: /s/ Carlos Alberini

Carlos Alberini

President and Chief Operating Officer

EXHIBIT INDEX

Exhibit
Number
99.1

Description
Press release of Guess?, Inc. dated January 9, 2008 (announcing updated guidance)

Guess?, Inc. Reports Stronger Than Anticipated Holiday Sales at Its North American Retail Business**Company Raises Annual Fiscal 2008 EPS Guidance To \$1.94 - \$1.97 From \$1.93 - \$1.96**

LOS ANGELES--(BUSINESS WIRE)--Guess?, Inc. (NYSE: GES) announced today that its North American retail business continued to perform ahead of expectations for December 2007, delivering a double digit same store sales increase for the five week period ended January 5, 2008. This performance followed a double digit same store sales increase for the November 2007 period. As a result of the improved sales performance, the Company is increasing revenue guidance for its retail segment for the current fiscal year to grow about 16.5% versus its previous expectations for an increase of 16%.

The Company also reaffirmed its outlook for its other business segments for the year ending February 2, 2008. The Company plans to release its actual fiscal 2008 fourth quarter and year end financial results on Wednesday, March 19, 2008.

Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, footwear and other related consumer products. As of November 3, 2007 the Company operated 365 retail stores in the United States and Canada and 560 retail stores outside of North America, of which 56 were directly owned. The Company also distributes its products through better department and specialty stores around the world. For more information about the Company, please visit www.guessinc.com.

Except for historical information contained herein, certain matters discussed in this press release, including statements concerning the Company's future prospects and guidance for the fourth quarter and full fiscal year 2008, are forward-looking statements that are made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are only expectations, and involve known and unknown risks and uncertainties, which may cause actual results in future periods to differ materially from what is currently anticipated. Factors which may cause actual results in future periods to differ materially from current expectations include our ability to, among other things, anticipate consumer preferences, effectively operate our retail stores, effectively manage inventories, successfully execute our strategies, including our supply chain and international growth strategies, currency fluctuations, and domestic and international general economic conditions and consumer confidence. In addition to these factors, the economic and other factors identified in the Company's most recent annual report on Form 10-K and other filings with the Securities and Exchange Commission, including but not limited to the risk factors discussed therein, could cause actual results to differ materially from current expectations.

CONTACT:

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