

=====

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): November 6, 2007

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)

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))
- =====

Item 2.02 Results of Operations and Financial Condition.

Item 7.01 Regulation FD Disclosure.

Guess?, Inc. (the "Company") issued a press release on November 6, 2007 which
provided updated guidance for the second half of 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
2.02 and 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 November 6, 2007 (announcing updated guidance)

1

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.

Dated: November 6, 2007

GUESS?, INC.

By: /s/ Carlos Alberini

Carlos Alberini
President and Chief Operating Officer

2

EXHIBIT INDEX

Exhibit No. -----	Description -----
99.1	Press release of Guess?, Inc. dated November 6, 2007 (announcing updated guidance)

3

IMMEDIATE RELEASE

Contacts: Carlos Alberini
President & Chief Operating Officer
(213) 765-3582

Dennis R. Secor
SVP & Chief Financial Officer
(213) 765-3289

Joseph Teklits
Integrated Corporate Relations
(203) 682-8258

GUESS?, INC. RAISES FISCAL YEAR EPS GUIDANCE TO A RANGE OF \$1.85 TO \$1.90 FROM A
RANGE OF \$1.79 TO \$1.84

COMPANY ANNOUNCES STRONG REVENUE AND EARNINGS PERFORMANCE IN ALL
OF ITS BUSINESS SEGMENTS

LOS ANGELES, November 6, 2007 - Guess?, Inc. (NYSE: GES) today announced that all of its business segments have continued to perform ahead of the Company's revenue and earnings expectations. Revenues for the second half of the fiscal year have thus far exceeded expectations, with overall Company revenues growing by well over 30% in the third quarter of fiscal 2008, versus the comparable period in the prior year. In the Company's North American Retail segment, third quarter same store sales increased double-digits and accelerated in October, the last month of the quarter.

Based on the recent trends and its forecast for the fourth quarter, the Company is now raising its guidance for diluted earnings per share for the fiscal year ending February 2, 2008, to a range of \$1.85 to \$1.90, up from its previous guidance of a range of \$1.79 to \$1.84.

The Company plans to release its actual third quarter fiscal 2008 financial results on Tuesday, December 4, 2007.

Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, accessories and related consumer products. At November 3, 2007 the Company operated 365 retail stores in the United States and Canada. 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 third 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 curre