

OMB APPROVAL	
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

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* <u>Relich Michael</u> (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 <u>GUESS INC [GES]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>SVP & CIO</u>
	3. Date of Earliest Transaction (Month/Day/Year) <u>03/22/2010</u>	
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	03/22/2010		M		5,000	A	\$8.68	24,329	D	
Common Stock	03/22/2010		M		1,700	A	\$18.1	26,029	D	
Common Stock	03/22/2010		M		5,000	A	\$22.03	31,029	D	
Common Stock	03/22/2010		S		11,700	D	\$46.5001 ⁽¹⁾	19,329	D	
Common Stock	03/23/2010		M		2,325	A	\$41.12	21,654	D	
Common Stock	03/23/2010		M		2,300	A	\$41.71	23,954	D	
Common Stock	03/23/2010		S		4,625	D	\$48.305 ⁽⁶⁾	19,329	D	

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		Date Exercisable	Expiration Date						Title
Employee Stock Option (right to buy)	\$8.68	03/22/2010		M		5,000	(2)	06/20/2015	Common Stock	5,000	(3)	0	D	
Employee Stock Option (right to buy)	\$18.1	03/22/2010		M		1,700	(4)	03/06/2016	Common Stock	1,700	(3)	0	D	
Employee Stock Option (right to buy)	\$22.03	03/22/2010		M		5,000	(5)	04/14/2019	Common Stock	5,000	(3)	15,000	D	

**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	Title	Amount or Number of Shares				
Employee Stock Option (right to buy)	\$41.12	03/23/2010		M			2,325	(7)	03/19/2017	Common Stock	2,325	(3)	775	D	
Employee Stock Option (right to buy)	\$41.71	03/23/2010		M			2,300	(8)	04/03/2018	Common Stock	2,300	(3)	2,300	D	

Explanation of Responses:

- The reported price represents the weighted average price for shares sold in multiple transactions ranging from \$46.50 to \$46.51. The details of the amounts and prices will be provided to the Issuer, any shareholders of the Issuer or the SEC on request.
- The option vested in four equal installments on each December 31 of 2005, 2006, 2007 and 2008.
- Not Applicable.
- The option vested in four equal installments on each January 1 of 2007, 2008, 2009 and 2010.
- The option vests in four equal installments on each December 31 of 2009, 2010, 2011 and 2012.
- The reported price represents the weighted average price for shares sold in multiple transactions ranging from \$48.30 to \$48.3066. The details of the amounts and prices will be provided to the Issuer, any shareholders of the Issuer or the SEC on request.
- The option vests in four equal installments on each January 31 of 2008, 2009, 2010 and 2011.
- The option vests in four equal installments on each December 31 of 2008, 2009, 2010 and 2011.

Remarks:

By: /s/ Jason T. Miller 03/24/2010
(attorney-in-fact)

** 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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