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): May 4, 2010

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 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

(b) On May 4, 2010, Guess?, Inc. (the "Company") announced the resignation of Carlos Alberini from his position as President and Chief Operating Officer of the Company, effective June 1, 2010. Mr. Alberini will continue to serve as a member of the Board of Directors of the Company. A copy of the press release announcing the resignation is attached as Exhibit 99.1 to this Current Report on Form 8-K.

Item 9.01. Financial Statements and Exhibits.

- (d) Exhibits.
- 99.1 Press Release of Guess?, Inc. dated May 4, 2010 (resignation of President and Chief Operating Officer)

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SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, Guess?, Inc. has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Dated: May 4, 2010 GUESS?, INC.

By: /s/ Paul Marciano

Paul Marciano

Chief Executive Officer and Vice Chairman

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EXHIBIT INDEX

Exhibit No. Description

99.1 Press Release of Guess?, Inc. dated May 4, 2010 (resignation of President and Chief Operating Officer)

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