





**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)

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**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 GUESS?,  
9, 2008 INC.

By: /s/  
Carlos  
Alberini  
Carlos  
Alberini  
*President*  
*and Chief*  
*Operating*  
*Officer*

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**EXHIBIT INDEX**

Exhibit

Number Description

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