

SHAKED HEZY  
Form SC 13G  
February 06, 2013

# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

## SCHEDULE 13G

(Rule 13d-102)

### TILLY S, INC.

(Name of Issuer)

Class A Common Stock

(Title of Class of Securities)

886885-102

(CUSIP Number)

DECEMBER 31, 2012

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

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\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page. The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

1 NAMES OF REPORTING PERSONS

HEZY SHAKED

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see instructions)

(a) " (b) "

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

UNITED STATES, ISRAEL

5 SOLE VOTING POWER

13,239,910 <sup>(1)</sup>  
6 SHARED VOTING POWER  
NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY

850,000 <sup>(2)</sup>  
7 SOLE DISPOSITIVE POWER  
EACH  
REPORTING  
PERSON

WITH:  
8,700,000 <sup>(3)</sup>  
8 SHARED DISPOSITIVE POWER

850,000 <sup>(2)</sup>  
9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

14,089,910 <sup>(1)</sup>  
10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (see instructions) "

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

53.8% <sup>(4)</sup>  
12 TYPE OF REPORTING PERSON (see instructions)

IN

- (1) Includes 8,700,000 shares of Class B Common Stock held by Hezy Shaked and 4,539,910 shares of Class B Common Stock held by Tilly Levine, which are subject to a voting trust agreement, as further described in Item 4 of this Schedule 13G.
- (2) Represents 850,000 shares of Class A Common Stock held by Reid Investments, LLC (the "LLC"), of which Mr. Shaked serves as sole manager with voting and investment control over the securities held by the LLC, as further described in Item 4 of this Schedule 13G.
- (3) Represents 8,700,000 shares of Class B Common Stock held Mr. Shaked.
- (4) Assumes the conversion of all shares of Class B Common Stock into shares of Class A Common Stock on a one-for-one basis and is based upon 9,281,625 shares of Class A Common Stock outstanding as of October 27, 2012, as reported in the Issuer's most recent Form 10-Q filed on December 4, 2012, and 16,919,910 shares of Class B Common Stock outstanding as of December 31, 2012, based on information provided by the Issuer to the Reporting Persons. Holders of Class B Common Stock are entitled to ten votes per share on all matters to be voted on by the Issuer's common stockholders. The shares held by Mr. Shaked represent 74.7% of the total voting power of the Issuer's outstanding common stock.

SCHEDULE 13G

CUSIP No.: 886885-102

1 NAMES OF REPORTING PERSONS

TILLY LEVINE

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see instructions)

(a) " (b) "

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

UNITED STATES, ISRAEL

5 SOLE VOTING POWER

0<sup>(1)</sup>

6 SHARED VOTING POWER

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY

0<sup>(1)</sup>

7 SOLE DISPOSITIVE POWER

EACH  
REPORTING  
PERSON

WITH:

4,539,910<sup>(1)</sup>

8 SHARED DISPOSITIVE POWER

0<sup>(1)</sup>

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

4,539,910<sup>(1)</sup>

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (see instructions) "

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11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

17.3% <sup>(2)</sup>

12 TYPE OF REPORTING PERSON (see instructions)

IN

- (1) Represents 4,539,910 shares of Class B Common Stock held by Tilly Levine. Pursuant to a voting trust agreement with Hezy Shaked, Ms. Levine has granted Mr. Shaked, as trustee under the agreement, the right to vote the shares of Class A Common Stock and Class B Common Stock held by Ms. Levine (the Levine Shares). Ms. Levine retains dispositive power over and full economic interest in the Levine Shares. Mr. Shaked has reported the Levine Shares in this Schedule 13G under Rule 13d-3(a).
- (2) Assumes the conversion of all shares of Class B Common Stock into shares of Class A Common Stock on a one-for-one basis and is based upon 9,281,625 shares of Class A Common Stock outstanding as of October 27, 2012, as reported in the Issuer's most recent Form 10-Q filed on December 4, 2012, and 16,919,910 shares of Class B Common Stock outstanding as of December 31, 2012, based on information provided by the Issuer to the Reporting Persons. Holders of Class B Common Stock are entitled to ten votes per share on all matters to be voted on by the Issuer's common stockholders. The shares held by Ms. Levine represent 25.4% of the total voting power of the Issuer's outstanding common stock. As discussed in note (1) above, Mr. Shaked has voting power over the Levine Shares.

SCHEDULE 13G

CUSIP No.: 886885-102

1 NAMES OF REPORTING PERSONS

REID INVESTMENTS, LLC

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (see instructions)

(a) " (b) "

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

DELAWARE

5 SOLE VOTING POWER

NUMBER OF

0

SHARES 6 SHARED VOTING POWER

BENEFICIALLY

OWNED BY

850,000 <sup>(1)</sup>

EACH 7 SOLE DISPOSITIVE POWER

REPORTING

PERSON

0

8 SHARED DISPOSITIVE POWER

WITH:

850,000 <sup>(1)</sup>

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

850,000 <sup>(1)</sup>

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (see instructions) "

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11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

3.2%<sup>(2)</sup>

12 TYPE OF REPORTING PERSON (see instructions)

OO

- (1) Represents shares of Class A Common Stock held by Reid Investments, LLC (the LLC). Mr. Shaked serves as sole manager of the LLC with sole voting and investment control over the securities held thereby. As a result, Mr. Shaked may be deemed to indirectly beneficially own the securities held by the LLC.
- (2) Assumes the conversion of all shares of Class B Common Stock into shares of Class A Common Stock on a one-for-one basis and is based upon 9,281,625 shares of Class A Common Stock outstanding as of October 27, 2012, as reported in the Issuer's most recent Form 10-Q filed on December 4, 2012, and 16,919,910 shares of Class B Common Stock outstanding as of December 31, 2012, based on information provided by the Issuer to the Reporting Persons.



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SCHEDULE 13G

**Item 1 (a). Name of Issuer:**

Tilly s, Inc.

**Item 1 (b). Address of Issuer s Principal Executive Offices:**

10 Whatney

Irvine, CA 92618

**Item 2 (a). Name of Person(s) Filing:**

Hezy Shaked

Tilly Levine

Reid Investments, LLC (the LLC )

**Item 2 (b). Address of Principal Business Office or, if none, Residence:**

Principal business office for Mr. Shaked and Ms. Levine:

10 Whatney

Irvine, CA 92618

Principal business office for the LLC:

12 Whatney

Irvine, CA 92618

**Item 2 (c). Citizenship:**

Hezy Shaked

United States, Israel

Tilly Levine

United States, Israel

Reid Investments, LLC

Delaware

**Item 2 (d). Title of Class of Securities:**

Class A Common Stock

**Item 2 (e). CUSIP Number:**

**886885-102**

**Item 3. If this statement is filed pursuant to §§ 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:**

- (a)  Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o).
- (b)  Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c)  Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d)  Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 78c).
- (e)  An investment adviser in accordance with § 240.13d-1(b)(1)(ii)(E);
- (f)  An employee benefit plan or endowment fund in accordance with § 240.13d-1(b)(1)(ii)(F);
- (g)  A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G);
- (h)  A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i)

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A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act (15 U.S.C. 80a-3);

- (j) " A non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J);
- (k) " Group, in accordance with § 13d-1(b)(1)(ii)(K).

If filing as a non-U.S. institution in accordance with § 240.13d-1(b)(1)(ii)(J), please specify the type of institution:

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SCHEDULE 13G

**Item 4. Ownership:**

Provide the following information regarding the aggregate number and percentage of the class of securities of the issuer identified in Item 1.

	Hezy Shaked:	Tilly Levine:	Reid Investments, LLC:
(a) Amount beneficially owned:	14,089,910 <sup>(1)(2)</sup>	4,539,910 <sup>(1)</sup>	850,000 <sup>(2)</sup>
(b) Percent of class:	53.8% <sup>(3)</sup>	17.3% <sup>(3)</sup>	3.2% <sup>(3)</sup>
(c) Number of shares as to which such person has:			
(i) Sole power to vote or to direct the vote:	13,239,910 <sup>(1)</sup>	0	0
(ii) Shared power to vote or to direct the vote:	850,000 <sup>(2)</sup>	0	850,000 <sup>(2)</sup>
(iii) Sole power to dispose or to direct the disposition of:	8,700,000 <sup>(1)</sup>	4,539,910 <sup>(1)</sup>	0
(iv) Shared power to dispose or to direct the disposition of:	850,000 <sup>(2)</sup>	0	850,000 <sup>(2)</sup>

- (1) Includes 8,700,000 shares of Class B Common Stock held by Hezy Shaked, 4,539,910 shares of Class B Common Stock held by Tilly Levine (the Levine Shares) and 850,000 shares of Class A Common Stock held by Reid Investments, LLC (the LLC). Each share of Class B Common Stock is convertible at any time, at the option of the holder, into one share of Class A Common Stock. Pursuant to a voting trust agreement under which Mr. Shaked serves as trustee, Ms. Levine granted Mr. Shaked the right to vote the Levine Shares and thus Mr. Shaked may be deemed to beneficially own the Levine Shares. Ms. Levine retains dispositive power over and full economic interest in the Levine Shares.
- (2) Represents shares of Class A Common Stock held by the LLC. Mr. Shaked serves as sole manager of the LLC with voting and investment control over the securities held thereby. As a result, Mr. Shaked may be deemed to indirectly beneficially own the securities held by the LLC.
- (3) Assumes the conversion of all shares of Class B Common Stock into shares of Class A Common Stock on a one-for-one basis and is based upon 9,281,625 shares of Class A Common Stock outstanding as of October 27, 2012, as reported in the Issuer's most recent Form 10-Q filed on December 4, 2012, and 16,919,910 shares of Class B Common Stock outstanding as of December 31, 2012, based on information provided by the Issuer to the Reporting Persons. Holders of Class B Common Stock are entitled to ten votes per share on all matters to be voted on by the Issuer's common stockholders. The shares held by Mr. Shaked represent 74.7% of the total voting power of the Issuer's outstanding common stock. The Levine Shares, which are included in Mr. Shaked's voting power as a result of the voting trust agreement described in note (1), represent 25.4% of the total voting power of the Issuer's outstanding common stock.

**Item 5. Ownership of Five Percent or Less of a Class:**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following:  Not applicable.

**Item 6. Ownership of More than Five Percent on Behalf of Another Person:**

Not applicable.

**Item 7. Identification and Classification of the Subsidiary which Acquired the Security Being Reported on by the Parent Holding Company or Control Person:**

Not applicable.

**Item 8. Identification and Classification of Members of the Group:**

Not applicable.

**Item 9. Notice of Dissolution of Group:**

Not applicable.

**Item 10. Certification:**

Not applicable.

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Dated: February 4, 2013

By: /s/ Hezy Shaked  
Hezy Shaked

By: /s/ Tilly Levine  
Tilly Levine

**REID INVESTMENTS, LLC**

a Delaware limited liability company

By: /s/ Hezy Shaked  
Hezy Shaked  
Manager

CUSIP No.: 886885-102

SCHEDULE 13G

**JOINT FILING AGREEMENT**

In accordance with Rule 13(d)-1(k)(1) under the Securities Exchange Act of 1934, as amended, the undersigned hereby agree to the joint filing with each other of the attached statement on Schedule 13G and to all amendments to such statement.

IN WITNESS WHEREOF, the undersigned hereby executed this Agreement as of February 4, 2013.

By: /s/ Hezy Shaked  
Hezy Shaked

By: /s/ Tilly Levine  
Tilly Levine

**REID INVESTMENTS, LLC**

a Delaware limited liability company

By: /s/ Hezy Shaked  
Hezy Shaked  
Manager