

CHEROKEE INC
Form 8-K
March 03, 2005

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): March 1, 2005

CHEROKEE INC.

(Exact name of Registrant as specified in its Charter)

Delaware
(State or Other Jurisdiction of Incorporation
or Organization)

1-18640
(Commission File Number)

95-4182437
(I.R.S. Employer
Identification No.)

6835 Valjean Avenue
Van Nuys, California 91406
(Address of Principal Executive Offices, including Zip Code)

(818) 908-9868
(Registrant's telephone number, including area code)

Edgar Filing: CHEROKEE INC - Form 8-K

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 (see General Instruction A.2. below):

- o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

 - o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

 - o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

 - o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

TABLE OF CONTENTS

Section 8 Other Events

Item 8.01. Other Events

Section 9 Financial Statements and Exhibits

ITEM 9.01. Exhibits

Index to Exhibits

Exhibit 99.1 Press Release dated March 1, 2005

Section 8 Other Events.

ITEM 8.01. Other Events.

Edgar Filing: CHEROKEE INC - Form 8-K

On March 1, 2005 Cherokee Inc. issued a press release announcing that Target Corp. (NYSE: TGT) had exercised their option to extend their agreement for the Cherokee brand through January 2007.

Section 9 Financial Statements and Exhibits.

ITEM 9.01. Exhibits.

Edgar Filing: CHEROKEE INC - Form 8-K

Exhibit No.	Description
99.1	Press Release dated March 1, 2005

SIGNATURE

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.

CHEROKEE INC.

Date: March 3, 2005

By: /s/ Russell J. Riopelle
Name: Russell J. Riopelle
Title: Chief Financial Officer