## SECURITIES AND EXCHANGE COMMISSION

SECURITIES	Washington, D.C. 20549	AMISSION
	FORM 8-K	
	CURRENT REPORT	
of	Pursuant to Section 13 or 15 (d)  The Securities Exchange Act OF 1934	
	Date of Report: March 1, 2004 (Date of earliest event reported)	
0	CHEROKEE INC.  Exact name of Registrant as specified in its Charter)	
Delaware (State or Other Jurisdiction of	1-18640 (Commission File Number)	95-4182437 (I.R.S. Employer
Incorporation or Organization)		Identification No.)
	6835 Valjean Avenue	
	Van Nuys, California 91406	

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(Address of Principal Executive Offices, including Zip Code)

### (818) 908-9868

(Registrant s telephone number, including area code)

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#### Item 5.

Cherokee Inc. announced today that Target Corporation (NYSE: TGT) has exercised their option to extend their agreement for the Cherokee brand through January 2006.

#### ITEM 7. Exhibits.

Exhibit No.	Description	
	<del></del>	
99.1	Press Release dated March 1, 2004	

### ITEM 9. Registration FD Disclosure.

On March 1, 2004, Cherokee Inc. issued a press release, a copy of which is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

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 1, 2004 By: /s/ Russell J. Riopelle

Name: Russell J. Riopelle Title: Chief Financial Officer