

CHEROKEE INC
Form 8-K
February 02, 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): January 31, 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)**

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):

- 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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Exhibit 99.1 Press Release dated January 31, 2005

Section 8 Other Events.

ITEM 8.01. Other Events.

On January 31, 2005 Cherokee Inc. issued a press release announcing that the Board of Directors of the Company has retained UBS Investment Bank, a leading investment banking firm, to assist the Board of Directors in considering strategic alternatives.

Section 9 Financial Statements and Exhibits.

ITEM 9.01. Exhibits.

Exhibit No.	Description
99.1	Press Release dated January 31, 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: February 2, 2005

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

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