FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL OMB Number: 3235-0287 Estimated average burden hours per response: 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Addres		ssuer Name and Ticl JESS INC [G		ding	Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director X 10% Owner							
(Last) C/O GUESS?, IN	(First) C.	(Middle)		ate of Earliest Trans 06/2006	saction (N	lonth	/Day/Year)		x	Officer (give title below) Co-Chairm	b	ther (specify elow) SEO		
1444 SOUTH ALAMEDA STREET				4. If Amendment, Date of Original Filed (Month/Day/Year)						6. Individual or Joint/Group Filing (Check Applicable Line)				
(Street)									X	Form filed by Or	ne Reporting	Person		
LOS ANGELES	CA	90021	_							Form filed by Mo Person	ore than One	Reporting		
(City)	(State)	(Zip)												
	Та	ble I - Non-De	rivative	Securities Acc	quired,	Dis	posed of, o	or Ben	eficially	Owned				
1. Title of Security (Instr. 3)		2. Trans Date (Month/	action Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (Disposed Of (D) (Instr. 3 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)			

			·	Allount	(D)		(Instr. 3 and 4)		
Common Stock	03/06/2006	A		19,400	D	\$0.01	444,803	D	
Common Stock							1,466,711(1)	Ι	by Paul Marciano Trust, dated 2/20/86
Common Stock							8,145,486 ⁽²⁾	Ι	by LLC

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)															
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transact Code (In 8)		5. Num of Derivat Securit Acquir (A) or Dispos of (D) (Instr. 3 and 5)	tive ties ed sed	Expiration Date (Month/Day/Year) s		e and 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Stock Option (right to buy)	\$36.2	03/06/2006		А		26,800		(3)	03/06/2016	Common Stock	26,800	(4)	26,800	D	
Stock Option (right to	\$36.2	03/06/2006		A		30,900		(3)	03/06/2016	Common Stock	30,900	(4)	30,900	D	

Explanation of Responses:

1. Shares are held by the Paul Marciano Trust, dated 2/20/86, a revocable trust of which the reporting person is sole trustee and sole beneficiary and has the exclusive pecuniary interest.

2. Shares are held by Marciano Financial Holdings II, LLC in an account specifically allocated to two trusts for which the reporting person is the sole trustee and sole beneficiary and has the exclusive pecuniary interest.

3. The options are exercisable in four equal installments on each January 1 of 2007, 2008, 2009 and 2010.

4. Not applicable.

Remarks:

buy)

s/ Paul Marciano

03/08/2006

** Signature of Reporting Person D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

<u>)</u>

Date

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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