FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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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

					Ssuer Name and Tic JESS INC E				(Che	Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director X 10% Owner					
(Last) C/O GUESS?, IN		(Middle)		ate of Earliest Tran 28/2004	saction (I	Month	n/Day/Year)		X	Officer (give title below)		(specify		
1444 SOUTH AI	LAMEDA STR	REET		4. If	Amendment, Date	of Origina	al File	d (Month/Day	//Year)		dividual or Joint/Grou	ıp Filing (Check	Applicable		
(Street) LOS ANGELES	CA	90021								Line)	Form filed by On	Form filed by One Reporting Per Form filed by More than One Re Person			
(City)	(State)	(Zip)													
		Table I -	Non-Deriva	tive	Securities Ac	quired,	Dis	posed of,	or Ber	neficiall	y Owned				
1. Title of Security (Instr. 3)			2. Transactio Date (Month/Day/\		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transac Code (Ir 8)		4. Securities Acquired Disposed Of (D) (Instr. and 5)			5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
						Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)	((
Common Stock			06/28/20	04		S		2,300	D	\$16.27	15,998,164(1)	I	by Maurice Marciano Trust		
Common Stock			06/28/20	04		S		900	D	\$16.24	15,997,264(2)	I	by Maurice Marciano Trust		
Common Stock			06/28/20	04		S		1,300	D	\$16.23	15,995,964(3)	I	by Maurice Marciano Trust		
Common Stock			06/28/20	04		S		600	D	\$16.22	15,995,364(4)	I	by Maurice Marciano Trust		
Common Stock			06/28/20	04		S		400	D	\$16.2	15,994,964 ⁽⁵⁾	I	by Maurice Marciano Trust		
Common Stock			06/28/20	04		S		1,100	D	\$16.26	15,993,864(6)	I	by Maurice Marciano Trust		
Common Stock			06/28/20	04		S		1,500	D	\$16.28	15,992,364 ⁽⁷⁾	I	by Maurice Marciano Trust		
Common Stock			06/28/20	04		S		500	D	\$16.25	15,991,864(8)	I	by Maurice Marciano Trust		
Common Stock			06/28/20	04		S		1,000	D	\$16.3	15,990,864 ⁽⁹⁾	I	by Maurice Marciano Trust		
						,						-			

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned											
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transac Code (Ir 8)			f (D) (Ins		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)			
Common Stock	06/28/2004		S		2,300	D	\$16.1	15,988,564(10)	I	by Maurice Marciano Trust	
Common Stock	06/28/2004		S		600	D	\$16.18	15,987,964(11)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		S		2,300	D	\$16.2	15,985,664(12)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		S		400	D	\$16.27	15,985,264(13)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		S		100	D	\$16.28	15,985,164(14)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		S		100	D	\$16.29	15,985,064(15)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		S		1,600	D	\$16.02	15,983,464(16)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		S		900	D	\$16	15,982,564(17)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		S		100	D	\$16.06	15,982,464(18)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		S		1,100	D	\$16.17	15,981,364(19)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		S		800	D	\$16.19	15,980,564(20)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		S		2,200	D	\$16.16	15,978,364(21)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		S		2,200	D	\$16.15	15,976,164(22)	I	by Maurice Marciano Trust	
Common Stock	06/29/2004		s		500	D	\$16.13	15,975,664 ⁽²³⁾	I	by Maurice Marciano Trust	

		Tabl	e I - Non-Deriv	ative	Secu	ıritie	s Ac	quired,	Dis	posed of	f, or E	Benefici	ally (Owne	ed		
1. Title of Security (Instr. 3) Common Stock		2. Transacti Date (Month/Day	/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)		Transaction Di		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			Securities Beneficially Owned Following		ies cially Following	6. Ownership Form: Direct (D) or Indirect (I)	7. Nature of Indirect Beneficial Ownership		
							Code V		Amount	(A) or (D) Price		Reported Transaction(s) (Instr. 3 and 4)		ction(s)	(Instr. 4)	(Instr. 4)	
		06/29/20	004				S		200	D	\$16.	12	15,975,464(24)		I	by Maurice Marciano Trust	
		Та	ble II - Derivat (e.g., p							osed of, o				wned			
1. Title of Derivative Security (Instr. 3)	ritle of 2. 3. Transaction 3A. Deemed Execution Date (Month/Day/Year) if any		Execution Date,	n Date, Transaction of Code (Instr. Derivative		Expiration Date (Month/Day/Year)			7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		of derivative Securities Beneficial (Instr. 5) Owned Following Reported		Following Reported Transaction	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership		
				Code	V	(A)	(D)	Date Exercisa	able	Expiration Date	Title	Amount or Number of Shares					

Explanation of Responses:

- 1. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,877,259 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 2. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,876,359 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 3. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,875,059 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 4. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,874,459 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 5. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,874,059 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 6. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,872,959 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 7. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,871,459 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 8. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,870,959 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 9. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,869,959 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 10. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,867,659 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 11. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,867,059 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 12. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,864,759 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 13. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,864,359 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.

- 14. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,864,259 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 15. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,864,159 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 16. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,862,559 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 17. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,861,659 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 18. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,861,559 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 19. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,860,459 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 20. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,859,659 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 21. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,857,459 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 22. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,855,259 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 23. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,854,759 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.
- 24. Includes shares of Common Stock beneficially owned by Maurice Marciano as follows: 15,854,559 shares held indirectly as sole trustee of the Maurice Marciano Trust (2000 Restatement); 10,000 shares held indirectly as sole advisor of the Maurice Marciano 1990 Children's Trust; 10,000 held by his wife and 35 shares held as sole trustee of the Maurice Marciano Gift Trust FBO Caroline Marciano. Also includes 100,870 shares held by the Maurice Marciano 2001 Children's Trust, beneficiaries of which are members of the reporting person's immediate family, the inclusion herein of which shall not be deemed an admission that the reporting person is, for purposes of Section 16 of the Securities Exchange Act of 1934 or otherwise, the beneficial owner of such shares.

Remarks:

Maurice Marciano

** Signature of Reporting Person Date

06/30/2004

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).
- ** 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.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.