

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

Filed 10/10/03 for the Period Ending 10/08/03

Address	77 HOT METAL STREET PITTSBURGH, PA 15203
Telephone	4124323300
CIK	0000919012
Symbol	AEO
SIC Code	5651 - Family Clothing Stores
Industry	Retail (Apparel)
Sector	Services
Fiscal Year	01/28

SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

FORM 8-K
CURRENT REPORT

**Pursuant to Section 13 or 15(d) of
the Securities Exchange Act of 1934**

October 8, 2003

Date of Report (Date of earliest event reported)

AMERICAN EAGLE OUTFITTERS, INC.
(Exact name of registrant as specified in its charter)

Delaware

(State or other jurisdiction of incorporation)

0-23760

(Commission File Number)

13-2721761

(IRS Employer Identification No.)

150 Thorn Hill Drive
Warrendale, Pennsylvania
(Address of principal executive offices)

15086-7528
(Zip Code)

(724) 776-4857

(Registrant's telephone number, including area code)

Not Applicable

(Former name or former address, if changed since last report)

ITEM 7. Financial Statements, Pro Forma Financial Information and Exhibits.

(c) Exhibits

<i>Exhibit No.</i>	<i>Description</i>
99.1	Press Release dated October 8, 2003

ITEM 12. Results of Operations and Financial Condition.

The information in this Form 8-K, including the accompanying exhibit, is being furnished under Item 12 and shall not be deemed to be "filed" for the purposes of Section 18 of the Securities and Exchange Act of 1934 (the "Exchange Act"), or otherwise subject to the liability of such section, nor shall such information be deemed incorporated by reference in any filing under the Securities Act of 1933 or the Exchange Act, regardless of the general incorporation language of such filing, except as shall be expressly set forth by specific reference in such filing.

On October 8, 2003, American Eagle Outfitters, Inc. (the "Company") issued a press release announcing, among other things, the Company's September 2003 sales. A copy of this press release is attached hereto as Exhibit 99.1.

SIGNATURE

undersigned hereunto duly authorized.

AMERICAN EAGLE OUTFITTERS, INC.

Dated: October 9, 2003

By: /s/ Laura A. Weil

Name: Laura A. Weil

Executive Vice President and
Chief Financial Officer

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
Exhibit 99.1	Press Release dated October 8, 2003

EXHIBIT 99.1

**AMERICAN EAGLE
OUTFITTERS**

Reports September Sales of \$122.1 Million, an Increase of 7.9%

Warrendale, PA, October 8, 2003 - American Eagle Outfitters, Inc. (NASDAQ: AEOS) today announced that total sales for the five-week period ended October 4, 2003 increased 7.9% to \$122.1 million, compared to \$113.2 million for the five-week period ended October 5, 2002. Comparable store sales for the American Eagle Outfitters stores decreased 2.8% for the September period. Consolidated comparable store sales, which include American Eagle and Bluenotes/Thriftys stores, decreased 3.0% for the month of September.

Total sales for the period include \$7.7 million from the Bluenotes/Thriftys operation, compared to \$7.1 million for the corresponding period last year. The 9.4% sales increase was due primarily to the strengthening of the Canadian Dollar compared to a year ago, partially offset by a comparable store sales decline of 5.6% in September. The comparable store sales calculation excludes the impact of foreign currency fluctuations.

Total sales for the thirty-five week period ended October 4, 2003 increased 4.6% to \$906.6 million, compared to \$866.8 million for the thirty-five week period ended October 5, 2002. Comparable store sales for the American Eagle Outfitters stores declined 6.1% for the thirty-five week period. Consolidated comparable store sales, which include American Eagle and Bluenotes/Thriftys stores, decreased 6.4% for the period compared to the corresponding period ended October 5, 2002.

Total sales for the thirty-five week period include \$52.2 million from the Bluenotes/Thriftys operation, compared to \$52.8 million for the corresponding period last year. The 1.1% sales decline was due to a decrease in comparable store sales of 10.8% for the period, partially offset by the strengthening of the Canadian Dollar compared to a year ago. The comparable store sales calculation excludes the impact of foreign currency fluctuations.

To access our recorded monthly sales commentary, please call 800-642-1687, conference code #3282124.

American Eagle Outfitters (NASDAQ: AEOS) is a leading lifestyle retailer that designs, markets, and sells its own brand of casual, fashion-right clothing for 20 year olds, providing high-quality merchandise at affordable prices. AE's collection includes modern basics like jeans, surplus, and graphic Ts as well as a stylish assortment of cool accessories, outerwear, footwear and swimwear. AE's Canadian subsidiary, Bluenotes/Thriftys, targets a slightly younger demographic, offering a more urban/suburban, denim-driven collection for 12 to 22 year-olds. American Eagle Outfitters currently operates 731 AE stores in 49 states and the District of Columbia, 62 AE stores in Canada, and 111 Bluenotes/Thriftys stores in Canada. AE also operates via its internet business, ae.com.

Company Contacts :

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End of Filing

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