

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

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

**UNITED STATES
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 5, 2005

AMERICAN EAGLE OUTFITTERS, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State 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)

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

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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Item 7.01. Regulation FD Disclosure

On January 5, 2005, American Eagle Outfitters, Inc. (the "Company") issued a press release announcing, among other things, the Company's December 2004 sales. A copy of the press release is attached hereto as Exhibit 99.1.

Item 8.01. Other Events

On January 5, 2005, the Company issued a press release announcing the appointments of Michele Donnan Martin as Chief Designer and General Merchandise Manager of Women's and Charles Martin as Chief Designer of Men's for its new retail concept. A copy of the press release is attached hereto as Exhibit 99.2.

Item 9.01. Financial Statements and Exhibits

(c) Exhibits

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release dated January 5, 2005 announcing December sales
99.2	Press Release dated January 5, 2005 announcing Management appointments for the new retail concept

SIGNATURES

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.

AMERICAN EAGLE OUTFITTERS, INC.
(Registrant)

Date: January 7, 2005

By: /s/ Dale E. Clifton
Dale E. Clifton
Vice President - Controller and
and Chief Accounting Officer

EXHIBIT INDEX

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press Release dated January 5, 2005 announcing December sales
99.2	Press Release dated January 5, 2005 announcing Management appointments for the new retail concept

EXHIBIT 99.1

**AMERICAN EAGLE
OUTFITTERS**

**Reports Record December Sales of \$375.0 Million, an Increase of 41.2%
Same Store Sales Increased 32.8%
Raises Fourth Quarter EPS Guidance**

Warrendale, PA, January 5, 2005 - American Eagle Outfitters, Inc. (NASDAQ: AEOS) today announced sales results for the December 2004 period. Due to the recent disposition of the Bluenotes business, all sales data for all periods reflect only the American Eagle business.

Total sales for the month ended January 1, 2005 increased 41.2% to \$375.0 million, compared to \$265.5 million for the month ended January 3,

2004. Comparable store sales increased 32.8% for the December period.

Total sales for the eleven month period ended January 1, 2005 increased 31.0% to \$1.772 billion from \$1.352 billion for the comparable period ended January 3, 2004. Comparable store sales increased 21.4% for the eleven month period.

Based on strong December results, the company is raising its fourth quarter earnings guidance to a range of \$1.30 to \$1.31 per share, from continuing operations. The company's guidance excludes the charge of \$0.08 to \$0.11 per share from discontinued operations related to the disposition of the Bluenotes business. The company's previous fourth quarter EPS guidance was \$1.08 to \$1.10 from continuing operations.

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 relaxed, casual clothing for 15 to 25 year olds, providing high-quality merchandise at affordable prices. AE's collection includes modern basics like jeans, cargo pants, and graphic Ts as well as a stylish assortment of cool accessories, outerwear and footwear. American Eagle Outfitters currently operates 780 AE stores in 49 states, the District of Columbia and Puerto Rico, and 69 AE stores in Canada. AE also operates via its Web business, www.ae.com, which offers additional sizes and styles of favorite AE merchandise.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements, which represent our expectations or beliefs concerning future events, specifically regarding fourth quarter earnings. All forward-looking statements made by the Company involve material risks and uncertainties and are subject to change based on factors beyond the Company's control. Such factors include, but are not limited to the risk that our fourth quarter sales, markdowns and/or earnings expectations may not be achieved, and those other risks described in the Company's filings with the Securities and Exchange Commission. Accordingly, the Company's future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. The Company does not undertake to publicly update or revise its forward-looking statements even if future changes make it clear that projected results expressed or implied will not be realized.

Company Contacts :

Laura Weil
Judy Meehan
724-776-4857

EXHIBIT 99.2

AMERICAN EAGLE OUTFITTERS

Hires Michele Donnan Martin and Charles Martin to Lead Design and Product Development for New Concept

Warrendale, PA, January 5, 2005 - American Eagle Outfitters, Inc. (NASDAQ:AEOS) today announced that Michele Donnan Martin and Charles Martin joined the company to lead product design and development of its new retail concept. Michele was named Chief Designer and General Merchandise Manager of Women's, and will be directly responsible for women's product design and merchandising. Charles was named Chief Designer of Men's, and will be responsible for men's product design. Michele and Charles will report to the company's President and Vice Chairman, Roger Markfield.

Michele and Charles join American Eagle with extensive merchandising and design talent and experience creating lifestyle brands. From 1992 through 1999, they held Executive roles at Abercrombie and Fitch, where they were instrumental in the successful launch and evolution of the brand. Michele was Vice President, GMM of women's and girls'. Charles held the position of Vice President of men's, boys' and new businesses. Prior to that, Michele held merchandising positions at J. Crew and Macy's. Previously, Charles created Ballard, a men's sportswear collection, and worked on the Allen Solly brand for Federated and Calvin Klein men's at Biderman Industries.

"I am absolutely delighted to have Michele and Charles leading product development for our new concept," said Roger Markfield. "They are a powerful team, with a proven track record of creating and evolving a strong lifestyle brand. I have tremendous regard for their talent, and am looking forward to their contributions to our exciting new growth opportunity."

American Eagle Outfitters' CEO, Jim O'Donnell, commented, "Pursuing our next concept is key to our long-term growth strategy, and our

vision of being a dominant, multi-brand lifestyle retailer. We have created a unique concept that fits a real void in the current marketplace, and is complimentary to the American Eagle brand. I am extremely pleased to welcome Michele and Charles to our company, and know that together with Roger, we have a world-class creative team leading our new concept."

American Eagle Outfitters (NASDAQ: AEOS) is a leading lifestyle retailer that designs, markets, and sells its own brand of relaxed, casual clothing for 15 to 25 year olds, providing high-quality merchandise at affordable prices. AE's collection includes modern basics like jeans, cargo pants, and graphic Ts as well as a stylish assortment of cool accessories, outerwear and footwear. American Eagle Outfitters currently operates 780 AE stores in 49 states, the District of Columbia and Puerto Rico, and 69 AE stores in Canada. AE also operates via its Web business, www.ae.com, which offers additional sizes and styles of favorite AE merchandise.

"Safe Harbor" Statement under the Private Securities Litigation Reform Act of 1995: This release contains forward-looking statements, which represent our expectations or beliefs concerning future events, specifically regarding the launch and growth of our new retail concept. All forward-looking statements made by the Company involve material risks and uncertainties and are subject to change based on factors beyond the Company's control. Such factors include, but are not limited to the risks associated with starting a new retail apparel brand, and those other risks described in the Company's filings with the Securities and Exchange Commission. Accordingly, the Company's future performance and financial results may differ materially from those expressed or implied in any such forward-looking statements. The Company does not undertake to publicly update or revise its forward-looking statements even if future changes make it clear that projected results expressed or implied will not be realized.

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End of Filing

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