

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

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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

**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)

September 5, 2007

AMERICAN EAGLE OUTFITTERS, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State of incorporation)

1-33338
(Commission File Number)

13-2721761
(IRS Employer Identification No.)

77 Hot Metal Street
Pittsburgh, Pennsylvania
(Address of principal executive offices)

15203-2329
(Zip Code)

(412) 432-3300
(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

The information in this Item 7.01 of Form 8-K, including the accompanying exhibits, 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 September 5, 2007, the Company issued a press release announcing, among other things, the Company's August 2007 sales. A copy of the press release is attached hereto as Exhibit 99.1. The Company's Management issued a recorded sales commentary on September 5, 2007 to review the Company's sales results for the month ended September 1, 2007. Additionally, Management reiterated its third quarter 2007 earnings guidance in both the press release and the commentary. A copy of the sales commentary transcript 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 September 5, 2007 announcing August sales
99.2*	August sales commentary transcript dated September 5, 2007

* Such Exhibit is being "furnished" (not filed) pursuant to Item 7.01 of the Current Report on Form 8-K.

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.

AMERICAN EAGLE OUTFITTERS, INC.
(Registrant)

Date: September 7, 2007

By: /s/ Joan Holstein Hilson
Joan Holstein Hilson
Executive Vice President and
Chief Financial Officer, AE Brand

EXHIBIT INDEX

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99.1*	Press release dated September 5, 2007 announcing August sales
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**American Eagle Outfitters Reports August Sales of \$311.3 Million
Same Store Sales Increase 9%**

Reiterates Third Quarter EPS Guidance

PITTSBURGH, PA - September 5, 2007 - American Eagle Outfitters, Inc. (NYSE:AEO) today announced that total sales for the four weeks ended September 1, 2007 were \$311.3 million, an increase of 13% compared to \$276.6 million for the four weeks ended August 26, 2006. Due to the 53rd week in fiscal 2006, August 2007 comps are compared to the four week period ended September 2, 2006. On this basis, comparable store sales increased 9%, compared to a 16% increase for the same period last year.

August sales reflected the company's strong position as a destination for back-to-school shopping, as well as the company's commitment to delivering relevant collections that strike the right balance between fashion basics and on-trend items.

Total sales for the year-to-date 30 week period ended September 1, 2007 increased 16% to \$1.627 billion, compared to \$1.401 billion for the 30 week period ended August 26, 2006. Comparable store sales increased 5% for the year-to-date period.

The company is reiterating its third quarter earnings guidance of \$0.47 to \$0.48 per share, compared to \$0.44 per share last year.

To access the company's recorded monthly sales commentary, please call 800-642-1687, conference code 3282124#.

About American Eagle Outfitters:

American Eagle Outfitters, Inc. (NYSE:AEO) is a leading retailer that operates under the American Eagle Outfitters and MARTIN + OSA brands.

American Eagle Outfitters designs, markets and sells its own brand of laidback, current clothing targeting 15 to 25 year-olds, providing high-quality merchandise at affordable prices. AE's original collection includes standards like jeans and graphic Ts as well as essentials like accessories, outerwear, footwear, basics and swimwear. American Eagle currently operates 843 stores in 50 states, the District of Columbia and Puerto Rico, and 74 AE stores in Canada. American Eagle also operates ae.com, which offers additional sizes and styles of favorite AE merchandise and ships around the world. The American Eagle brand also includes a collection of dormwear and intimates, "aerie by American Eagle," which is available in 13 aerie stores, American Eagle stores and at aerie.com. It includes bras, undies, camis, hoodies, robes, boxers, sweats and leggings for the AE girl. Designed to be sweetly sexy, comfortable and cozy, aerie offers AE customers a new way to express their personal style everyday, from the dormroom to the coffee shop to the classroom.

MARTIN + OSA, a new sportswear concept targeting 25 to 40 year-old women and men, carries apparel, accessories and footwear, using denim and sport inspiration to design fun and sport back into sportswear. MARTIN + OSA currently operates 11 stores. For additional information and updates, visit www.martinandosa.com.

"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 third 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 the company's third quarter earnings expectations may not be achieved, and the risks described in the Risk Factor Section of the company's Form 10-K and Form 10-Q filed 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.

CONTACT:

American Eagle Outfitters, Inc.
Judy Meehan, 412-432-3300

OR

Financial Media Contact
Berns Communications Group
Stacy Berns or Melissa Jaffin, 212-994-4660

American Eagle Outfitters, Inc.
August 2007
Recorded Sales Commentary Transcript dated September 5, 2007

Good afternoon. You have reached the American Eagle Outfitters August 2007 Sales Commentary. This is Judy Meehan, Vice President of Investor Relations. During this call, I will make certain forward-looking statements based on our current expectations. Actual results may be materially different based on risk factors included in our quarterly and annual reports filed with the SEC.

August sales reflected AE's strong position as a destination for back-to-school shopping and our commitment to delivering relevant collections that strike the right balance between fashion basics and on-trend items.

August total sales increased 13% to \$311.3 million for the four weeks ended September 1, compared to the four weeks ended August 26, last year. Comparable stores sales grew 9%, compared to the shifted period ended September 2, 2006. This compares to a 16% shifted August comp increase last year. We note that our shifted September 2006 comp increased 11%.

Our men's business delivered comparable store sales in the mid-teens, while the women's business produced a mid-single digit comp increase. The best performing categories in men's included denim, shorts, polo's and graphic t's. Women's top performing categories included denim, shorts, tanks, woven shirts, fleece and aerie.

Positive store traffic and an improved conversion rate led to a mid-single digit increase in the number of transactions per average store. Our average transaction value increased in the mid-single digits driven by a mid-single digit increase in units per transaction. Our average unit retail price declined in the low-single digits primarily as a result of the sales mix.

Weekly comps were as follows:

- Week one increased in the mid-single digits, compared to positive high-single digit last year;
- Week two increased in the mid-teens, compared to positive high-single digits;
- Week three of positive mid-teens, compared to an increase in the high-teens; and
- Week four was flat, compared to positive mid-thirties last year.

In August, we experienced particular strength in the Southwest and Southeast regions due to later back-to-school starts this year, as well as the movement of Texas and Florida tax-free events into fiscal August.

Geographical regions are as follows:

- The Southwest increased in the mid-thirties;
- The Southeast increased in the low-twenties;
- Canada increased in the mid-teens;
- The Midwest and Mid-Atlantic regions increased in the low-single digits;
- The West increased slightly; and
- The Northeast declined slightly.

Sales at ae.com increased 38% in August, driven by increased traffic and a higher average transaction value. We continue to see positive momentum from our site-redesign and our new entertainment channel 77E.

Last week, our "Fall One" collection arrived in stores, providing newness during the late back-to-school shopping period, and our final fall update arrives on September 25.

At this time, we are reiterating our third quarter earnings expectation of \$0.47 to \$0.48 per share, compared to \$0.44 last year.

Thank you for your continued interest in American Eagle Outfitters.