

AMERICAN EAGLE OUTFITTERS INC

FORM 8-K (Current report filing)

Filed 11/08/07 for the Period Ending 11/07/07

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)

November 7, 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 November 7, 2007, the Company issued a press release announcing, among other things, the Company's October 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 November 7, 2007 to review the Company's sales results for the month ended November 3, 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 November 7, 2007 announcing October sales
99.2*	October sales commentary transcript dated November 7, 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: November 8, 2007

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

EXHIBIT INDEX

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**American Eagle Outfitters Reports October Sales Of \$210.2 Million
Same Store Sales Decrease 3%**

Reiterates Third Quarter EPS Guidance

PITTSBURGH, PA - November 7, 2007 - American Eagle Outfitters, Inc. (NYSE:AEO) today announced that total sales for the four weeks ended November 3, 2007 were \$210.2 million, an increase of 13% compared to \$186.4 million for the four weeks ended October 28, 2006. Due to the 53rd week in fiscal 2006, October 2007 comps are compared to the four week period ended November 4, 2006. On this basis, comparable store sales decreased 3%, compared to a 12% increase for the same period last year.

October sales were consistent with the company's recent expectations. Lower store traffic in October continued to affect overall performance; however, the company managed through its fall inventory and is comfortable with the inventory mix and content entering the holiday season.

Total sales for the third quarter ended November 3, 2007 increased 7% to \$744.4 million, compared to \$696.3 million for the quarter ended October 28, 2006. Comparable store sales increased 2% for the quarter, compared to the same period last year.

Total sales for the year-to-date 39 week period ended November 3, 2007 increased 13% to \$2.060 billion, compared to \$1.821 billion for the 39 week period ended October 28, 2006. Comparable store sales increased 3% for the year-to-date period.

The company reiterated its third quarter earnings guidance of \$0.44 to \$0.45 per share, compared to \$0.44 per share last year.

To access the company's recorded monthly sales commentary, please dial (866) 514-0390, or internationally dial (585) 267-8021.

The company will report third quarter earnings on Tuesday, November 27th. Management will hold a conference call at 9:00 a.m. Eastern Time that morning. To listen to the call, please dial (877) 407-0789, or internationally dial (201) 689-8562. The call can also be accessed through our website, ae.com.

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 853 stores in 50 states, the District of Columbia and Puerto Rico, and 75 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 33 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 14 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

American Eagle Outfitters, Inc.
October 2007
Recorded Sales Commentary Transcript dated November 7, 2007

Welcome to the American Eagle Outfitters October 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.

October total company sales increased 13% to \$210.2 million for the four weeks ended November 3, compared to \$186.4 million for the four weeks ended October 28, last year. Comparable stores sales declined 3%, compared to the shifted period ended November 4, 2006. This compares to a 12% comp increase for the same period last year.

October sales were consistent with our recent expectations. Lower store traffic in October continued to affect our overall performance. Yet, we managed through our fall inventory, and we were comfortable with our inventory mix and content entering the holiday season.

Our AE men's business delivered a comparable store sales increase in the mid-single digits, with strength across most categories. Women's experienced a high-single digit comp decline, with weakness in graphic tee's, pants, accessories and outerwear. We saw strength in woven shirts, tanks and cami's. Additionally, aerie performed well in October, and we are currently operating a total of 33 aerie stand alone stores.

In October, the AE brand's average unit retail price declined in the low-single digits, while units per transaction increased in the low-single digits resulting in a transaction value that was flat to last year. Units sold per store increased slightly; and the decline in traffic led to a low-single digit decline in the number of transactions per average store.

Weekly comps were as follows:

- Week one of negative low-single digits, compared to positive high-single digits last year;
- Week two of negative low-single digits, compared to positive low-double digits;
- Week three of negative high-single digits, compared to positive low-double digits; and
- Week four of negative low-single digits, compared to positive high-teens last year.

Comps by region were as follows:

- Canada increased in the low-single digits;
- The Midwest and the Northeast decreased slightly;
- The Southwest declined in the low-single digits;
- The West and Mid-Atlantic decreased in the mid-single digits; and
- The Southeast decreased in the high-single digits.

Sales at ae.com increased 31% in October.

Our next floor-set, Holiday Two, arrives in stores on November 21, which is consistent timing to last year. The holiday update features a higher level of newness, and a strong emphasis on key items and gift-giving.

Now regarding the third quarter, we continue to expect earnings of \$0.44 to \$0.45 per share, compared to \$0.44 per share last year.

We will report third quarter earnings on Tuesday, November 27. Management will hold a conference call at 9 am eastern time that morning. To listen to the call, please dial 877-407-0789, or internationally, dial 201-689-8562. The call can also be accessed through our website, ae.com.

Thank you for your continued interest in American Eagle Outfitters.