Prince J. Michael Form 3 November 15, 2010 UNITED STATES SECURITIES AND EXCHANGE COMMISSION OMB APPROVAL FORM 3 Washington, D.C. 20549 OMB Number:

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person <u>*</u> Prince J. Michael			2. Date of Event RequiringStatement(Month/Day/Year)		3. Issuer Name and Ticker or Trading Symbol GUESS INC [GES]			
(Last)	(First)	(Middle)	11/15/2010		4. Relationshi Person(s) to I	ip of Reporting ssuer		5. If Amendment, Date Original Filed(Month/Day/Year)
C/O GUESS?, INC., 1444 SOUTH ALAMEDA STREET				(Check all applicable)			,	
(Street) LOS ANGELES, CA 90021					Director 10% Owner X Officer Other (give title below) (specify below) Chief Operating Officer		ow)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person
(City)	(State)	(Zip)	7	Table I - Non-Derivative Securities Beneficially Owned				
1.Title of Secu (Instr. 4)	rity			2. Amount of Beneficially (Instr. 4)		3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nat Owne (Instr.	•
No securities are beneficially owned 0			0		D	Â		
Reminder: Rep owned directly	-		ch class of secur	rities benefici	ially S	EC 1473 (7-02)	
	Persons who respond to the collection of information contained in this form are not							

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

required to respond unless the form displays a

currently valid OMB control number.

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) Title	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security: Diract (D)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
		The	Security	Direct (D)	

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January 31,

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Expires:

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Estimated average burden hours per

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Date	Expiration	Amount or	or Indirect
Exercisable	Date	Number of	(I)
		Shares	(Instr. 5)

Reporting Owners

Reporting Owner Name / Address	Relationships					
	Director	10% Owner	Officer	Other		
Prince J. Michael C/O GUESS?, INC. 1444 SOUTH ALAMEDA STREET LOS ANGELES, CA 90021	ΓÂ	Â	Chief Operating Officer	Â		
Signatures						
/s/ Jason Miller (attorney-in-fact)	11/15/2010					
<u>**</u> Signature of Reporting Person	Date					

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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).

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Remarks:

Exhibit List: Exhibit 24 - Power of Attorney

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.