

BEBE STORES INC
Form 8-K
October 09, 2003

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)

October 9, 2003

Commission File Number 0-24395

bebe stores, inc.

(Exact name of registrant as specified in its charter)

California

94-2450490

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(State or Jurisdiction of
Incorporation or Organization)

(IRS Employer
Identification Number)

400 Valley Drive
Brisbane, California 94005
(Address of principal executive offices)
Telephone: **(415) 715-3900**

Item 7. Financial Statements and Exhibits

(c) Exhibits

99.1. Press Release dated October 9, 2003.

Item 9. Regulation FD Disclosure

This information, furnished under this Item 9. Regulation FD Disclosure, is intended to be furnished under Item 12. Disclosure of Results of Operations and Financial Condition in accordance with SEC Release No. 33-8216.

(a) On October 9, 2003, bebe stores, inc.(the Company) issued a press release announcing the Company's September 2003 sales and updated first quarter guidance. A copy of this press release is attached hereto as Exhibit 99.1.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned thereunto duly authorized.

Dated October 9, 2003

bebe stores, inc.

/s/ John Kyees

John Kyees, Chief Financial Officer
and Chief Administrative Officer