

CHEROKEE INC  
Form 8-K  
March 31, 2004

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# SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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## FORM 8-K

### CURRENT REPORT

Pursuant to Section 13 or 15 (d)  
of The Securities Exchange Act OF 1934

Date of Report: March 31, 2004

(Date of earliest event reported)

## CHEROKEE INC.

(Exact name of Registrant as specified in its Charter)

Delaware  
(State or Other Jurisdiction of  
Incorporation or Organization)

1-18640  
(Commission File Number)

95-4182437  
(I.R.S. Employer  
Identification No.)

6835 Valjean Avenue  
Van Nuys, California 91406

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(Address of Principal Executive Offices, including Zip Code)

**(818) 908-9868**

**(Registrant's telephone number, including area code)**

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**ITEM 5.**

The information set forth in our press release dated March 31, 2004 regarding our earnings for the fourth quarter and fiscal year ended January 31, 2004, which is attached hereto as Exhibit 99.1, is incorporated herein by reference.

**ITEM 7. Exhibits.**

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release dated March 31, 2004

**ITEM 9. Registration FD Disclosure.**

On March 31, 2004, Cherokee Inc. issued a press release, a copy of which is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

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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.

CHEROKEE INC.

Date: March 31, 2004  
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By: \_\_\_\_\_ /s/ RUSSELL J. RIOPELLE

Name: Russell J. Riopelle

Title: Chief Financial Officer