

Perfumania Holdings, Inc.  
Form 8-K  
July 12, 2010

**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): July 8, 2010

**Perfumania Holdings, Inc.**

(Exact Name of Registrant as Specified in Charter)

**Florida**  
(State or Other Jurisdiction  
of Incorporation)

**0-19714**  
(Commission  
File Number)

**65-0977964**  
(IRS Employer  
Identification No.)

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**35 Sawgrass Drive, Suite 2**

**Bellport, NY 11713**

**(Address of Principal Executive Offices)(Zip Code)**

**(631) 866-4100**

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

**(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))

**Item 7.01 Regulation FD Disclosure.**

On July 8, 2010, Perfumania Holdings, Inc. (the Company ) issued a press release announcing the sales for the month ended July 3, 2010 (fiscal June 2010) for one of its wholly-owned subsidiaries, Perfumania, which operates specialty retail fragrance stores. A copy of this press release is attached hereto as Exhibit 99.1.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibits:

<b>Exhibit No.</b>	<b>Exhibit Index</b>
99.1	Press Release issued by the Company on July 8, 2010

**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.

Date: July 12, 2010

**Perfumania Holdings, Inc.**

By: */s/ Donna Dellomo*  
Donna Dellomo  
Chief Financial Officer

Exhibit Index

<b>Exhibit No.</b>	<b>Exhibit Index</b>
99.1	Press Release issued by the Company on July 8, 2010

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