

CHOUKROUN ESTHER EGOZI
Form 4
April 20, 2012

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN 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 *
CHOUKROUN ESTHER EGOZI

(Last) (First) (Middle)

C/O PERFUMANIA HOLDINGS, INC., 35 SAWGRASS DRIVE, SUITE 2

(Street)

BELLPORT, NY 11713

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
Perfumania Holdings, Inc. [PERF]

3. Date of Earliest Transaction
(Month/Day/Year)
04/18/2012

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	04/18/2012		A	3,000	A 1 3,000	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 1474 (9-02)

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

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)				
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 8.63	04/18/2012		A		7,999		04/18/2012	10/11/2012	Common Stock	7,999
Stock Option (Right to Buy)	\$ 4.09	04/18/2012		A		7,999		04/18/2012	10/13/2014	Common Stock	7,999
Stock Option (Right to Buy)	\$ 4.19	04/18/2012		A		7,999		04/18/2012	10/12/2015	Common Stock	7,999
Stock Option (Right to Buy)	\$ 6.38	04/18/2012		A		7,999		04/18/2012	11/02/2016	Common Stock	7,999
Stock Option (Right to Buy)	\$ 9.38	04/18/2012		A		10,000		<u>(6)</u>	04/18/2022	Common Stock	10,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CHOUKROUN ESTHER EGOZI C/O PERFUMANIA HOLDINGS, INC. 35 SAWGRASS DRIVE, SUITE 2 BELLPORT, NY 11713	X			

Signatures

/s/ Donna L. Dellomo as attorney-in-fact

04/20/2012

**Signature of Reporting Person

Date

Explanation of Responses:

* If the form is filed by more than one reporting person, *see* Instruction 4(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).

Received in exchange for 15,000 shares of Parlux Fragrances, Inc. ("Parlux") common stock pursuant to its acquisition by the issuer. On the effective date of the acquisition, the closing market price of Parlux's common stock was \$5.78 per share and the closing market price of the issuer's common stock was \$9.38 per share.

- (1) Received in exchange for a stock option to acquire 15,000 shares of Parlux common stock for \$4.60 per share pursuant to the acquisition.
- (2) Received in exchange for a stock option to acquire 15,000 shares of Parlux common stock for \$2.18 per share pursuant to the acquisition.
- (3) Received in exchange for a stock option to acquire 15,000 shares of Parlux common stock for \$2.23 per share pursuant to the acquisition.
- (4) Received in exchange for a stock option to acquire 15,000 shares of Parlux common stock for \$3.40 per share pursuant to the acquisition.
- (5) Received in exchange for a stock option to acquire 15,000 shares of Parlux common stock for \$3.40 per share pursuant to the acquisition.
- (6) The options vest in three (3) substantially equal installments beginning on the 1st anniversary of the grant and annually thereafter.
- (7) Granted pursuant to the Perfumania 2010 Equity Incentive Plan

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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