

Destination Maternity Corp  
 Form 4  
 February 02, 2011

**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 \*  
**HITCHNER ELAM M III**

(Last) (First) (Middle)

**C/O DESTINATION MATERNITY CORPORATION, 456 NORTH FIFTH STREET**

(Street)

**PHILADELPHIA, PA 19123**

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

**Destination Maternity Corp [DEST]**

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

**01/31/2011**

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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount or Price (A) or (D)  |  |                                   |
| Common Stock                    | 01/31/2011                           |  | S                              |   | 7,291 D \$ 41.61  | 4,709  | D                                 |
| Common Stock                    | 02/01/2011                           |  | M                              |   | 2,000 A \$ 10.21  | 6,709  | D                                 |
| Common Stock                    | 02/01/2011                           |  | M                              |   | 2,616 A \$ 12.95  | 9,325  | D                                 |
| Common Stock                    | 02/01/2011                           |  | S                              |   | 9,325 D \$ 41.07  | 0  | D                                 |
| Common Stock                    | 02/02/2011                           |  | M                              |   | 2,384 A \$ 12.95  | 2,384  | D                                 |

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|              |            |   |       |   |          |       |   |
|--------------|------------|---|-------|---|----------|-------|---|
| Common Stock | 02/02/2011 | M | 5,000 | A | \$ 13.72 | 7,384 | D |
| Common Stock | 02/02/2011 | S | 7,384 | D | \$ 40.23 | 0     | D |

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

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(9-02)

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

| 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) | 8. Amount or Number of Shares |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|-------------------------------|
| Stock Options (Right to Buy)               | \$ 10.21   | 02/01/2011                           |  | M                              | 2,000   | <u>(1)</u> 01/17/2012                                    | Common Stock  | 2,000                         |
| Stock Options (Right to Buy)               | \$ 12.95   | 02/01/2011                           |  | M                              | 2,616   | <u>(1)</u> 01/20/2016                                    | Common Stock  | 2,616                         |
| Stock Options (Right to Buy)               | \$ 12.95   | 02/02/2011                           |  | M                              | 2,384   | <u>(1)</u> 01/20/2016                                    | Common Stock  | 2,384                         |
| Stock Options (Right to Buy)               | \$ 13.72   | 02/02/2011                           |  | M                              | 5,000   | <u>(1)</u> 01/21/2015                                    | Common Stock  | 5,000                         |

## Reporting Owners

Reporting Owner Name / Address

Relationships

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Director 10% Owner Officer Other

HITCHNER ELAM M III  
C/O DESTINATION MATERNITY CORPORATION  
456 NORTH FIFTH STREET  
PHILADELPHIA, PA 19123

X

## Signatures

Elam M. Hitchner, III signed by Edward M. Krell under Power of Attorney

02/02/2011

\_\_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).
- (1) These options are fully vested and exercisable.

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.