

Perfumania Holdings, Inc.  
Form 8-K  
October 15, 2009

**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 15, 2009

**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**  
(Address of Principal Executive Offices)

**11713**  
(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 8.01 Other Events.**

Perfumania Holdings, Inc. (the Company ) will hold its 2009 Annual Meeting of Shareholders on Thursday, December 10, 2009.

The deadline by which shareholder proposals must be received by the Company to be (i) considered for inclusion in the Company s proxy statement and form of proxy for the 2009 Annual Meeting or (ii) considered timely for purposes of Securities and Exchange Commission Rule 14a-4(c)(1), is November 3, 2009.

Shareholder proposals should be sent to the Company s Corporate Secretary at the following address: Perfumania Holdings, Inc., 35 Sawgrass Drive, Suite 2, Bellport, New York 11713.

**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.

**Perfumania Holdings, Inc.**

Date: October 15, 2009

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