

BIRKS & MAYORS INC.
Form 6-K
July 22, 2009
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UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, DC 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE
13a-16 or 15d-16 UNDER THE SECURITIES EXCHANGE ACT OF 1934

For the month of July, 2009

Commission file number: 001-32635

BIRKS & MAYORS INC.

(Translation of Registrant's name into English)

1240 Phillips Square

Montreal Québec

Canada

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H3B 3H4

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F Form 40-F

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(1): _____

Note: Regulation S-T Rule 101(b)(1) only permits the submission in paper of a Form 6-K if submitted solely to provide an attached annual report to security holders.

Indicate by check mark if the registrant is submitting the Form 6-K in paper as permitted by Regulation S-T Rule 101(b)(7): _____

Note: Regulation S-T Rule 101(b)(7) only permits the submission in paper of a Form 6-K if submitted to furnish a report or other document that the registrant foreign private issuer must furnish and make public under the laws of the jurisdiction in which the registrant is incorporated, domiciled or legally organized (the registrant's home country), or under the rules of the home country exchange on which the registrant's securities are traded, as long as the report or other document is not a press release, is not required to be and has not been distributed to the registrant's security holders, and, if discussing a material event, has already been the subject of a Form 6-K submission or other Commission filing on EDGAR.

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No

If Yes is marked, indicated below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-_____

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The following document of the Registrant is submitted herewith:

99.1 Press release dated July 20, 2009

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SIGNATURES

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 thereunto duly authorized.

BIRKS & MAYORS INC.
(Registrant)

By: /s/ Michael Rabinovitch
Michael Rabinovitch
Senior Vice President and Chief Financial Officer

Date: July 21, 2009

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EXHIBIT INDEX

Exhibit

| Number | Description |
|---------------|-----------------------------------|
| Exhibit 99.1 | Press release dated July 20, 2009 |

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Exhibit 99.1

Company Contact:

Michael Rabinovitch

SVP & Chief Financial Officer

(954) 590-9000

BIRKS & MAYORS INC. REPORTS FIRST QUARTER FISCAL 2010 SALES RESULTS

Montreal, Quebec (July 20, 2009) Birks & Mayors Inc. (AMEX: BMJ) (the Company) announced today that net sales during the 13 weeks ended June 27, 2009 were \$53.6 million, representing a decrease of \$18.8 million, or 26%, compared to net sales of \$72.4 million during the first quarter of last fiscal year. The Company also reported that comparable store sales (which include stores open in the same period in both the current and prior year and at constant exchange rates) during this period decreased by 20%, which was comprised of a 26% decline in the U.S. and a 13% decline in Canada. In addition, \$4.3 million of the decrease in net sales is related to translating the sales of the Company's Canadian operations into U.S. dollars with a relatively weaker Canadian dollar.

Thomas A. Andruskevich, President and Chief Executive Officer commented, "This year's fiscal first quarter sales results continued to reflect the recessionary environment, and severe drop in consumer confidence which has reduced demand for luxury retail products. While we are encouraged by a steady improvement in the rate of monthly comparable store sales declines since the end of March, the competitive landscape, including the liquidation sales of jewelry and timepieces, will continue to create a challenging sales environment for the Company and the jewelry industry.

About Birks & Mayors Inc.

Birks & Mayors is a leading operator of luxury jewelry stores in the United States and Canada. The Company operates 37 stores (Birks Brand) across most major metropolitan markets in Canada and 30 stores (Mayors Brand) across Florida and Georgia, as well as two retail locations in Calgary and Vancouver under the Brinkhaus brand. Birks was founded in 1879 and developed over the years into Canada's premier retailer, designer and manufacturer of fine jewelry, timepieces, sterling and plated silverware and gifts. Mayors was founded in 1910 and has maintained the intimacy of a family-owned boutique while becoming renowned for its fine jewelry, timepieces, giftware and service. Additional information can be found on Birks & Mayors web site, www.birksandmayors.com.

This press release contains certain forward-looking statements concerning expectations of future events, including that management is encouraged by the rate of monthly comparable store sales declines and the expectation that the competitive landscape will continue to create a challenging sales environment. Actual results might differ materially from those projected in the forward-looking statements as they are subject to various risks and uncertainties. These risks and uncertainties include the Company's ability to implement its business strategy, the Company's ability to compete with other jewelers, and the success of the Company's retail, marketing initiatives and merchandising initiative. Information concerning factors that could cause actual results to differ materially are set forth in the Company's Annual Report on Form 20-F filed with the Securities and Exchange Commission on July 6, 2009 and

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subsequent filings with the Securities and Exchange Commission. The Company undertakes no obligation to update or release any revisions to these forward-looking statements to reflect events or circumstances after the date of this statement or to reflect the occurrence of unanticipated events, except as required by law.