

SIGNET JEWELERS LTD  
Form 6-K  
November 06, 2008

**FORM 6-K**

**SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**Special Report of Foreign Issuer**

Pursuant to Rule 13a - 16 or 15d - 16 of  
The Securities and Exchange Act of 1934

For the date of 6 November, 2008

**SIGNET JEWELERS LIMITED**  
(Translation of registrant's name into English)

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**Clarendon House,**  
**2 Church Street,**  
**Hamilton HM11,**  
**Bermuda**  
(Address of principal executive office)

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

Form 20-F  Form 40-F

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

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Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes      No X

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

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Signet Jewelers Ltd (NYSE and LSE: SIG)

**Embargoed until  
2.30 a.m.  
(EST)  
November 6, 2008**

**SIGNET  
REPORTS  
THIRD QUARTER  
SALES**

Signet  
Jewelers Ltd

(  
NYSE  
and  
LS  
E: SIG

), the world's largest specialty retail jeweler, today announced its sales performance for the 13 and 39 weeks to November 1, 2008.

**13 WEEKS TO  
NOVEMBER  
1,**

**2008**

Group same store sales declined by 6.6% in the 13 week period.

Total sales were down

by  
 7.  
 3  
 %  
 on a reported basis  
 to  
  
 \$  
 629.4  
 million (13 weeks to  
 November  
  
 3,  
 200  
 7  
 :  
 \$6  
 78.7  
 million)  
 reflecting an underlying de  
 crease of  
 4.3  
 % at constant exchange rates (see note 1).  
 The breakdown of  
 the  
 sales  
 performance  
 was as follows:

	<u>Sales</u>		<u>Change on Previous Year</u>		
	\$	% of Total	Reported	At Constant Exchange Rates	Same
	m				S
					tore
					Sales
<b>US</b>	467. 2	74.2 %	(4.3 %)	(4.3 %)	( 7.9 )%
<b>UK</b>	162. 2	25.8 %	(14.9 ) %	(4. 3 ) %	(2.4 ) % ( a )
<b>GROUP</b>	629. 4	100.0 %	(7.3 ) %	(4.3 ) %	(6.6 ) %

- Same store sales

:  
H.Samuel  
down  
by  
(1.6  
)  
%

and Ernest Jones  
down  
by  
(3.  
3  
)%

**39 WEEKS TO  
N  
ovember**

**1,  
200  
8**  
Group  
same store

sales  
declined

by  
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.  
3  
%  
in the 39 week  
period

. Total sales  
were  
down  
by  
2.6  
%  
on a reported basis t  
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220.6  
million (39 weeks to

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 (39 weeks to  
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 : £1/\$2.00  
 ).

The breakdown  
 of the sales performance  
 was as follows:

	<u>Sales</u>		<u>Change on Previous Year</u>		
	\$ m	% of Total	Reported	At Constant Exchange Rates	Same Store Sales
US	1,673.9	75.4%	(1.8)%	(1.8)%	(6.0)%
UK	54.6	24.6%	(5.0)%	(1.0)%	0.8%

			)	%	%
			%		(
					b
					)
<b>GROUP</b>	2,22	100.0	(2.6)	(1.6)	(4.3
	0.6	%	%	%	)%

- Same store sales: H.Samuel up by 1.1% and Ernest Jones up by 0.5%.

Terry Burman, Group Chief Executive, commented "In the US

, same store sales for the first six weeks of the quarter were consistent with the first half. However the last seven weeks showed a marked deterioration reflecting heightened consumer uncertainty

y,

and same store sales were down by about 1.1%.

The UK division

continued to outperform the non-food retail sector

on a  
same store sales  
basis  
.  
Until mid  
-  
October,  
the  
performance was  
broadly similar to  
that reported by the business for  
the  
second quarter  
but

i  
n the last three weeks

same store sales  
declined by some 8%

.  
In  
a  
very

difficult  
trading  
environment on both sides of the  
Atlantic

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w  
e  
have a strong business which we  
continue to  
manage cautiously  
. Our  
focus  
is  
on  
maximizing gross margin dollars, a  
tight control of cost  
s

and  
inventory

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a  
s well as



maintain  
ing  
a strong  
balance sheet

;

**Enquiries: Terry Burman, Group Chief Executive + 1  
441**

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**Walker Boyd, Group Finance Director + 1  
441**

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**Press: John Dudzinsk +1 212 889 43  
y, Taylor Rafferty 50  
Jonathan Glass, +44 (0)20 7404 5959  
Brunswick**

*Signet*

*operated 1,  
991*

*special  
ty retail jewelry stores at*

*Novem*

*ber*

*1*

*,*

*2008*

*; these included 1*

*,*

*4*

*31*

*stores in the US, where the Group trades as "Kay Jewelers", "Jared The Galleria Of Jewelry" and under a number of regional names. At that date Signet operated*

*5*

*60*

*stores in the*

*UK*

, where the Group trades as "H.Samuel", "Ernest Jones" and "Leslie Davis". Further information on Signet is available at

[www.signetjewelers.com](http://www.signetjewelers.com)

.  
See also

[www.kay.com](http://www.kay.com)

,  
[www.jared.com](http://www.jared.com)

,  
[www.hsamuel.co.uk](http://www.hsamuel.co.uk)

and  
[www.ernestjones.co.uk](http://www.ernestjones.co.uk)

**Investor R  
elations Program Details**

**Third Quarter Results**

The results for the  
13 and 39 week  
period

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to  
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ber  
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are expected to  
be announced at

7  
.30  
a.m

.  
(  
EST  
) on  
Tuesday November

25,  
200  
8

. On that day there will be a conference c  
all chaired by Terry Burman at

9  
.00

a  
.m.

(  
EST

)(  
 2.00 p.m.

GMT  
 and  
 6.00 a.m.  
 Pacific Time) and a simultaneous  
 audio

cast available at  
[www.signetjewelers.com](http://www.signetjewelers.com)

. The details for the conference call on the results are:

US dial-in: +1 718 354 1388  
 US +1 718 354 1112 Access code: 5540805#  
 48hr replay:

European dial-in: +44 (0)20 7806 1957  
 European 48hr replay: +44 (0)20 7806 1970 Access code: 5540805#

**Note**  
**1**

**Impact of constant exchange rates**

The Group has historically used constant exchange rates to compare period-to-period changes in certain financial data. This is referred to as 'at constant exchange rates' throughout this release. The Group considers this to be a useful measure for analyzing and explaining changes and trends in the Group's results. The impact of the re-calculation of sales at constant exchange rates, including a reconciliation to the Group's GAAP sales, is shown below.

	13 weeks to November 1, 2008	13 weeks to November 1, 2008	13 weeks to November 3, 2008	Change at actual exchange rates	Impact of exchange rate movement	At constant exchange rates (non-GAAP)	Change at constant exchange rates (non-GAAP)
	\$ m	\$ m	\$ m	%			