

Edgar Filing: Perfumania Holdings, Inc. - Form SC 13G/A

Perfumania Holdings, Inc.  
Form SC 13G/A  
August 15, 2008

SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

SCHEDULE 13G

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO RULES 13d-1(b), (c) AND (d) AND AMENDMENTS THERETO FILED  
PURSUANT TO RULE 13d-2(b)

(Amendment No. 3)

Perfumania Holdings, Inc. (formerly, E Com Ventures, Inc.)

-----  
(Name of Issuer)

Common Stock, par value \$0.01 per share

-----  
(Title of Class of Securities)

71376C100

-----  
(CUSIP Number)

August 11, 2008 (1)

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(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this  
Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

(1) In connection with the August 11, 2008 merger of E Com Ventures, Inc. (now named Perfumania Holdings, Inc.) (the "Issuer") with Model Reorg, Inc. ("Model Reorg") via the Issuer's wholly-owned subsidiary, Model Reorg Acquisition LLC, the Issuer (i) changed its name to "Perfumania Holdings, Inc." and (ii) issued 5,900,000 shares of its Common Stock to the Model Reorg shareholders. This issuance increased the Issuer's total outstanding shares of Common Stock, thereby substantially lowering the Reporting Persons' respective beneficial ownership percentages.

CUSIP No. 71376C100  
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1. NAME OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

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Jeffrey L. Feinberg

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a)   
(b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

United States

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

5. SOLE VOTING POWER

0

6. SHARED VOTING POWER

598,783

7. SOLE DISPOSITIVE POWER

0

8. SHARED DISPOSITIVE POWER

598,783

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

598,783

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

6.68%

12. TYPE OF REPORTING PERSON\*

IN, HC

CUSIP No. 71376C100

1. NAME OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

JLF Asset Management, L.L.C.

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a)   
(b)

3. SEC USE ONLY

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4. CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

5. SOLE VOTING POWER

0

6. SHARED VOTING POWER

598,783

7. SOLE DISPOSITIVE POWER

0

8. SHARED DISPOSITIVE POWER

598,783

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

598,783

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

6.68%

12. TYPE OF REPORTING PERSON\*

OO

CUSIP No. 71376C100

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1. NAME OF REPORTING PERSONS

I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)

JLF Partners I, L.P.

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*

(a)

(b)

3. SEC USE ONLY

4. CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

5. SOLE VOTING POWER

0

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6. SHARED VOTING POWER  
246,217
7. SOLE DISPOSITIVE POWER  
0
8. SHARED DISPOSITIVE POWER  
246,217
9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
246,217
10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*
11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9   
2.75%
12. TYPE OF REPORTING PERSON\*  
PN

CUSIP No. 71376C100  
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1. NAME OF REPORTING PERSONS  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSONS (ENTITIES ONLY)  
JLF Offshore Fund, Ltd.
2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\*  
(a)   
(b)
3. SEC USE ONLY
4. CITIZENSHIP OR PLACE OF ORGANIZATION  
Cayman Islands

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

5. SOLE VOTING POWER  
0
6. SHARED VOTING POWER  
333,466
7. SOLE DISPOSITIVE POWER  
0

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8. SHARED DISPOSITIVE POWER

333,466

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

333,466

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

3.72%

12. TYPE OF REPORTING PERSON\*

CO

CUSIP No. 71376C100

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Item 1(a). Name of Issuer:

Perfumania Holdings, Inc. (formerly, E Com Ventures, Inc.)

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Item 1(b). Address of Issuer's Principal Executive Offices:

251 International Parkway  
Sunrise, FL 33325

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Item 2(a). Name of Person Filing:

Jeffrey L. Feinberg  
JLF Asset Management, L.L.C.  
JLF Partners I, L.P.  
JLF Offshore Fund, Ltd.

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Item 2(b). Address of Principal Business Office, or if None, Residence:

Jeffrey L. Feinberg  
c/o JLF Asset Management, L.L.C.  
2775 Via de la Valle, Suite 204  
Del Mar, CA 92014

JLF Asset Management, L.L.C.  
2775 Via de la Valle, Suite 204  
Del Mar, CA 92014

JLF Partners I, L.P.  
c/o JLF Asset Management, L.L.C.  
2775 Via de la Valle, Suite 204  
Del Mar, CA 92014

JLF Offshore Fund, Ltd.  
c/o Goldman Sachs (Cayman) Trust, Ltd.

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P.O. Box 896, 2nd Floor  
North Church Street  
George Town, Grand Cayman  
Cayman Islands

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Item 2(c). Citizenship:

Jeffrey L. Feinberg - United States  
JLF Asset Management, L.L.C. - Delaware  
JLF Partners I, L.P. - Delaware  
JLF Offshore Fund, Ltd. - Cayman Islands

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Item 2(d). Title of Class of Securities:

Common Stock, par value \$0.01 per share

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Item 2(e). CUSIP Number:

71376C100

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Item 3. If This Statement is Filed Pursuant to Rule 13d-1(b), or 13d-2(b) or (c), Check Whether the Person Filing is a:

- (a)  Broker or dealer registered under Section 15 of the Exchange Act.
- (b)  Bank as defined in Section 3(a)(6) of the Exchange Act.
- (c)  Insurance company as defined in Section 3(a)(19) of the Exchange Act.
- (d)  Investment company registered under Section 8 of the Investment Company Act.
- (e)  An investment adviser in accordance with Rule 13d-1(b)(1)(ii)(E);
- (f)  An employee benefit plan or endowment fund in accordance with Rule 13d-1(b)(1)(ii)(F);
- (g)  A parent holding company or control person in accordance with Rule 13d-1(b)(1)(ii)(G);
- (h)  A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act;
- (i)  A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act;
- (j)  Group, in accordance with Rule 13d-1(b)(1)(ii)(J).

Item 4. Ownership.

Provide the following information regarding the aggregate number and

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percentage of the class of securities of the issuer identified in Item 1.

(a) Amount beneficially owned:

Jeffrey L. Feinberg: 598,783 shares  
JLF Asset Management, L.L.C.: 598,783 shares  
JLF Partners I, L.P.: 246,217 shares  
JLF Offshore Fund, Ltd.: 333,466 shares

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(b) Percent of class:

Jeffrey L. Feinberg: 6.68%  
JLF Asset Management, L.L.C.: 6.68%  
JLF Partners I, L.P.: 2.75%  
JLF Offshore Fund, Ltd.: 3.72%

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(c) Number of shares as to which Jeffrey L. Feinberg has:

(i) Sole power to vote or to direct the vote  
0  
-----,

(ii) Shared power to vote or to direct the vote  
598,783  
-----,

(iii) Sole power to dispose or to direct the  
disposition of  
0  
-----,

(iv) Shared power to dispose or to direct the  
disposition of  
598,783  
-----.

Number of shares as to which JLF Asset Management, L.L.C. has:

(i) Sole power to vote or to direct the vote  
0  
-----,

(ii) Shared power to vote or to direct the vote  
598,783  
-----,

(iii) Sole power to dispose or to direct the  
disposition of  
0  
-----,

(iv) Shared power to dispose or to direct the  
disposition of  
598,783  
-----.

Number of shares as to which JLF Partners I, L.P. has:

(i) Sole power to vote or to direct the vote  
0  
-----,

(ii) Shared power to vote or to direct the vote  
246,217

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(iii) Sole power to dispose or to direct the disposition of	0
(iv) Shared power to dispose or to direct the disposition of	246,217
Number of shares as to which JLF Offshore Fund, Ltd. has:	
(i) Sole power to vote or to direct the vote	0
(ii) Shared power to vote or to direct the vote	333,466
(iii) Sole power to dispose or to direct the disposition of	0
(iv) Shared power to dispose or to direct the disposition of	333,466

Item 5. Ownership of Five Percent or Less of a Class.

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities check the following [X].

JLF Partners I, L.P.  
 JLF Offshore Fund, Ltd.

Item 6. Ownership of More Than Five Percent on Behalf of Another Person.

If any other person is known to have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, such securities, a statement to that effect should be included in response to this item and, if such interest relates to more than five percent of the class, such person should be identified. A listing of the shareholders of an investment company registered under the Investment Company Act of 1940 or the beneficiaries of employee benefit plan, pension fund or endowment fund is not required.

N/A

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person.

If a parent holding company or Control person has filed this schedule, pursuant to Rule 13d-1(b)(1)(ii)(G), so indicate under Item 3(g) and attach an exhibit stating the identity and the Item 3 classification of the relevant subsidiary. If a parent holding company or control person has filed this schedule pursuant to Rule 13d-1(c) or Rule 13d-1(d), attach an exhibit stating



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the identification of the relevant subsidiary.

N/A  
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Item 8. Identification and Classification of Members of the Group.

If a group has filed this schedule pursuant to s.240.13d-1(b)(1)(ii)(J), so indicate under Item 3(j) and attach an exhibit stating the identity and Item 3 classification of each member of the group. If a group has filed this schedule pursuant to s.240.13d-1(c) or s.240.13d-1(d), attach an exhibit stating the identity of each member of the group.

N/A  
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Item 9. Notice of Dissolution of Group.

Notice of dissolution of a group may be furnished as an exhibit stating the date of the dissolution and that all further filings with respect to transactions in the security reported on will be filed, if required, by members of the group, in their individual capacity. See Item 5.

N/A  
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Item 10. Certifications.

Certification for Rule 13d-1(c): By signing below, each reporting person certifies that, to the best of its knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

August 15, 2008  
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(Date)

JEFFREY L. FEINBERG (2)

/s/ Jeffrey L. Feinberg  
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JLF ASSET MANAGEMENT, L.L.C. (2)

By: /s/ Jeffrey L. Feinberg  
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Managing Member

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JLF PARTNERS I, L.P.

By: /s/ Jeffrey L. Feinberg

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Managing Member of JLF Asset Management  
L.L.C., its management  
company

JLF OFFSHORE FUND, LTD.

By: /s/ Jeffrey L. Feinberg

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Managing Member of JLF Asset Management  
L.L.C., its investment  
Manager

(2) These Reporting Persons disclaim beneficial ownership except to the extent of their pecuniary interest therein.

Exhibit A

AGREEMENT

The undersigned agree that this Amendment No. 3 to Schedule 13G dated August 15, 2008 relating to the Common Stock, par value \$0.01 per share, of Perfumania Holdings, Inc. (formerly, E Com Ventures, Inc.) shall be filed on behalf of the undersigned.

JEFFREY L. FEINBERG

/s/ Jeffrey L. Feinberg

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JLF ASSET MANAGEMENT, L.L.C.

By: /s/ Jeffrey L. Feinberg

-----  
Managing Member

JLF PARTNERS I, L.P.

By: /s/ Jeffrey L. Feinberg

-----  
Managing Member of JLF Asset Management  
L.L.C., its management company

JLF OFFSHORE FUND, LTD.

By: /s/ Jeffrey L. Feinberg

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Managing Member of JLF Asset Management  
L.L.C., its investment manager

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