UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE TO

Tender Offer Statement Under Section 14(D)(1) Or 13(E)(1)

Of The Securities Exchange Act Of 1934

(Amendment No. 6)

REEDS JEWELERS, INC.

(Name of Subject Company (issuer))

Sparkle, LLC

Sparkle Acquisition, Inc.

Alan M. Zimmer

Herbert J. Zimmer

Jeffrey L. Zimmer

Arlene Z. Schreiber

Rose W. Zimmer

Bradley Trent Zimmer

Landon Garrett Zimmer

Andrew Michael Schreiber

Mark Harrison Schreiber

(Names of Filing Persons (Offeror and other Persons))

Common Stock, par value \$.10 per Share

(Title of Class of Securities)

758341101

(CUSIP Number of Class of Securities)

Alan M. Zimmer

Sparkle, LLC 111 Princess Street, Wilmington, NC 28401

(910) 763-4669 Ext. 203

(Name, address, and telephone numbers of person authorized

to receive notices and communications on behalf of filing persons))

Calculation of Filing Fee:

Transaction valuation(1) \$2,635,668.60

Amount of filing fee(2) \$333.94

- (1) The transaction valuation is estimated solely for purposes of calculating the filing fee pursuant to Rule 0-11(d). The calculation assumes the purchase of all outstanding common shares of Reeds Jewelers, Inc., par value \$.10 per share (the Shares), not beneficially owned by Sparkle, LLC, a North Carolina limited liability company (Sparkle) or its subsidiaries, at a purchase price of \$2.05 per Share, net to the seller in cash. As of May 5, 2004, there were 1,285,692 Shares on a fully diluted basis (treating as outstanding all Shares underlying exercisable options) not beneficially owned by Sparkle or its affiliates.
- (2) The amount of the filing fee is calculated in accordance with Regulation 240.0-11 of the Securities Exchange Act of 1934, as amended, and Fee Rate Advisory No. 7 issued by the Securities and Exchange Commission on January 26, 2004. Such fee equals .01267 percent of the value of the transaction.
- x Check the box if any part of the fee is offset as provided by Rule 0-11(a)(2) and identify the filing with which the offsetting fee was previously paid. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

Amount Previously Paid: \$31.94

Form or Registration No.: Amendment No. 2 to Schedule TO

Filing Party: Sparkle, LLC, Alan M. Zimmer, Herbert J. Zimmer, Jeffrey L. Zimmer, Arlene Z. Schreiber, Rose

W. Zimmer, Bradley Trent Zimmer, Landon Garrett Zimmer, Andrew Michael Schreiber, Mark

Harrison Schreiber

Date Filed: March 29, 2004

Amount Previously Paid: \$45.77

Form or Registration No.: Amendment No. 1 to Schedule TO

Filing Party: Sparkle, LLC, Alan M. Zimmer, Herbert J. Zimmer, Jeffrey L. Zimmer, Arlene Z. Schreiber, Rose

W. Zimmer, Bradley Trent Zimmer, Landon Garrett Zimmer, Andrew Michael Schreiber, Mark

Harrison Schreiber

Date Filed: March 2, 2004

Amount Previously Paid: \$256.23 Form or Registration No.: Schedule TO

Filing Party: Sparkle, LLC, Alan M. Zimmer, Herbert J. Zimmer, Jeffrey L. Zimmer, Arlene Z. Schreiber, Rose

W. Zimmer, Bradley Trent Zimmer, Landon Garrett Zimmer, Andrew Michael Schreiber, Mark

Harrison Schreiber

Date Filed: January 29, 2004

" Check the box if the filing relates solely to preliminary communications made before the commencement of a tender offer.

Check the appropriate boxes below to designate any transactions to which the statement relates:

- x third party tender offer subject to Rule 14d-1.
- " issuer tender offer subject to Rule 13e-4.
- x going-private transaction subject to Rule 13e-3.
- x amendment to Schedule 13D under Rule 13d-2.

Check the following box if the filing is a final amendment reporting the results of the tender offer: "

CUSIP No. 758341101

1	Names of Reporting Persons. I.R.S. Identification Nos. of Above Persons (Entities Only) Sparkle, LLC (20-0475219)				
2	Check the App	propriate bo	x if a Member of a Group (See Instructions)	(a)	x
				(b)	
3	SEC Use Only	Į.			
4	Source of Fun	ds (See Inst	ructions)		
	OO, AF				
5	Check Box if	Disclosure of	of Legal Proceedings is Required Pursuant to Item 2(d) or 2(e)		
6	Citizenship or	Place of O	ganization		
	North Carolin	a			
		7	Sole Voting Power		
			0		
		8	Shared Voting Power		
	BER OF ARES				
BENEF	ICIALLY ED BY		8,321,067 Shares ¹		
REPO	ACH PRTING	9	Sole Dispositive Power		
PERSC	N WITH				
			0		
		10	Shared Dispositive Power		
			8,321,067 Shares ¹		

Aggregate Amount Beneficially Owned by Each Reporting Person

11

	8,321,067 Shares ¹	
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)	
13	Percent of Class Represented by Amount in Row (11)	

Type of Reporting Person (See Instructions)

oo

14

 $98.2\%^{1}$

¹ Includes 7,414,234 shares contributed to Sparkle, LLC by its members, and 906,833 shares accepted by Sparkle, LLC in the cash tender offer.

1	Names of Reporting Persons. I.R.S. Identification Nos. of Above Persons (Entities Only)						
	Sparkle Acqu	isition, Inc.	(20-0475194)				
2	Check the Ap	propriate bo	ox if a Member of a Group (See Instructions)	(a)	X		
				(b)			
3	SEC Use Only	y					
4	Source of Fun	nds (See Inst	tructions)				
	OO, AF						
5	Check Box if	Disclosure	of Legal Proceedings is Required Pursuant to Item 2(d) or 2(e) "				
6	Citizenship or	Place of O	rganization				
	North Carolin	a					
NUMI	BER OF	7	Sole Voting Power				
SHA BENEF	ARES ICIALLY						
EA	ED BY ACH		0				
	RTING N WITH	8	Shared Voting Power				
			8,321,067 1				
		9	Sole Dispositive Power				
			0				
		10	Shared Dispositive Power				

8,321,067 1

4

11	Aggregate Amount Beneficially Owned by Each Reporting Person		
	0		
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) "		
13	Percent of Class Represented by Amount in Row (11)		
	98.2%		
14	Type of Reporting Person (See Instructions)		
1	Includes 7,414,234 shares contributed to Sparkle, LLC by its members, and 906,833 shares accepted by Sparkle, LLC offer.	C in the cash tendo	eı
CUS	SIP No. 758341101		
1	Names of Reporting Persons. I.R.S. Identification Nos. of Above Persons (Entities Only)		
	Alan M. Zimmer		
2	Check the Appropriate box if a Member of a Group (See Instructions)	(a) x	
		(b) "	
3	SEC Use Only		
4	Source of Funds (See Instructions)		
	OO, AF		
5	Check if Disclosure of Legal Proceedings is Required Pursuant to Item 2(d) or 2(e) "		
6	Citizenship or Place of Organization		

T	Τ.,	٠.	ted	C.	٠	+
ι	"	ш			ıи	

		7	Sole Voting Power
NUM	1BER OF	8	4,000 shares ¹ Shared Voting Power
SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH		9	8,321,067 shares ² Sole Dispositive Power
		10	4,000 shares ¹ Shared Dispositive Power
			8,321,067 shares ²
11	Aggregate Amo	unt Benefic	cially Owned by Each Reporting Person
	8,325,067 share	s ^{1, 2}	
12 13			nount in Row (11) Excludes Certain Shares (See Instructions) " ed by Amount in Row (11)
14	98.2% ^{1,2}	ng Dorson (See Instructions)
14	Type of Reporti	ng Person (See Instructions)
1 1	 Includes 4.000 sh	ares covere	ed by a vested ontion.

Includes 4,000 shares covered by a vested option.

Includes 7,414,234 shares contributed to Sparkle, LLC, a North Carolina limited liability company, of which Alan M. Zimmer is a member, and 906,833 shares accepted by Sparkle, LLC in the cash tender offer.

CUSIP No. 758341101

1	Names of Re	porting Per	sons. I.R.S. Identification Nos. of Above Persons (Entities Only)		
2	Herbert J. Zin		Box if a Member of a Group (See Instructions)	(a) :	X
	SEG II. O			(b)	
3	SEC Use On		atmational		
4	Source Of Fu	inds (See in	structions)		
	OO, AF				
5		closure of I	egal Proceedings is Required Pursuant to Item 2(d) or 2(e)		
6	Citizenship o				
	United States	3			
		7	Sole Voting Power		
			5,000 shares ¹		
		8	Shared Voting Power		
	BER OF ARES				
BENEI OWI	FICIALLY NED BY		8,321,067 shares ²		
REP	ACH ORTING ON WITH	9	Sole Dispositive Power		
			5,000 shares ¹		
		10	Shared Dispositive Power		

8,321,067 shares²

11	Aggregate Amount Beneficially Owned by Each Reporting Person
	8,326,067 shares ^{1,2}
	0,525,007 shares
12	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See instructions) "
13	Percent of Class Represented by Amount in Row (11)
	00.2012
	$98.2\%^{1,2}$
14	Type of Reporting Person (See instructions)

IN

¹ Includes 5,000 shares covered by a vested option.

Includes 7,414,234 shares contributed to Sparkle, LLC, a North Carolina limited liability company, of which Herbert J. Zimmer is a member, and 906,833 shares accepted by Sparkle, LLC in the cash tender offer.

CUSIP No. 758341101

1	Names of Rep	porting Pers	sons. I.R.S. Identification Nos. of Above Persons (Entities Only)		
2	Jeffrey L. Zir		ox if a Member of a Group (See Instructions)	(a)	x
3	SEC Use Onl Source of Fu		structions)	(b)	
5			egal Proceedings is Required Pursuant to Item 2(d) or 2(e) "		
6	Citizenship o United States		Drganization		
		7	Sole Voting Power		
		8	5,000 shares ¹ Shared Voting Power		
SH BENEF OWN E. REPO	BER OF ARES FICIALLY NED BY ACH DRTING ON WITH	9	8,321,067 shares ² Sole Dispositive Power		

5,000 shares1

10 Shared Dispositive Power

11	8,321,067 shares ² Aggregate Amount Beneficially Owned by Each Reporting Person	
	8,326,067 shares ^{1,2}	
12	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)	

13 Percent of Class Represented by Amount in Row (11)

98.2%1,2

14 Type of Reporting Person (See Instructions)

IN

Includes 5,000 shares covered by a vested option.

Includes 7,414,234 shares contributed to Sparkle, LLC, a North Carolina limited liability company, of which Jeffrey L. Zimmer is a member, and 906,833 shares accepted by Sparkle, LLC in the cash tender offer. Mr. Zimmer is the custodian of three members of Sparkle, LLC.

CUSIP No. 758341101

1	Names of Rep	orting Perso	ons. I.R.S. Identification Nos. of Above Persons (Entities Only)		
2	Arlene Z. Schr Check the App		ox if a Member of a Group (See Instructions)	(a)	x
				(b)	
3	SEC Use Only	7			
4	Source of Fun	ds (See Inst	ructions)		
	OO, AF				
5	Check if Discl	osure of Le	gal Proceedings is Required Pursuant to Item 2(d) or 2(e)		
6	Citizenship or	Place of O	rganization		
	United States				
		7	Sole Voting Power		
			5,000 shares ¹		
		8	Shared Voting Power		
NUMBER OF					
BENEF	ARES ICIALLY		8,321,067 shares ²		
E	IED BY ACH DRTING	9	Sole Dispositive Power		
	N WITH				
			5,000 shares ¹		
		10	Shared Dispositive Power		

8,321,067 shares²

11	Aggregate Amount Beneficially Owned by Each Reporting Person

8,326,067 shares^{1,2}

- 12 Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)
- 13 Percent of Class Represented by Amount in Row (11)

 $98.2\%^{1,2}$

14 Type of Reporting Person (See Instructions)

IN

¹ Includes 5,000 shares covered by a vested option.

Includes 7,414,234 shares contributed to Sparkle, LLC, a North Carolina limited liability company, of which Arlene Z. Schreiber is a member, and 906,833 shares accepted by Sparkle, LLC in the cash tender offer.

1	Names of Reporting Persons. I.R.S. Identification Nos. of Above Persons (Entities Only)				
	Rose W. Zimn	ner			
2	Check the App	propriate Bo	ex if a Member of a Group (See Instructions)	(a)	X
				(b)	
3	SEC Use Only				
4	Source of Fund	ds (See Inst	ructions)		
	OO, AF				
5	Check if Discl	osure of Le	gal Proceedings is Required Pursuant to Item 2(d) or 2(e) "		
6	Citizenship or	Place of Or	ganization		
	United States				
	BER OF	7	Sole Voting Power		
BENEF	ARES ICIALLY				
EA	ED BY ACH		0		
	RTING N WITH	8	Shared Voting Power		
			8,321,067 shares ¹		
		9	Sole Dispositive Power		
			0		
		10	Shared Dispositive Power		

8,321,067 shares¹

11	1 Aggregate Amount Beneficially Owned by Each Reporting Person						
	8,321,067 shares ¹						
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) "						
13	Percent of Class Represented by Amount in Row (11)						
	$98.2\%^{1}$						
14	Type of Reporting Person (See Instructions)						
	IN						
1	Includes 7.414.234 shares contributed to Sparkle, L.L.C. a North Carolina limited liability company, and 906.833 shares accepted by						

Includes 7,414,234 shares contributed to Sparkle, LLC, a North Carolina limited liability company, and 906,833 shares accepted by Sparkle, LLC in the cash tender offer. Ms. Zimmer is the custodian of three members of Sparkle, LLC.

1	Names of Reporting Persons. I.R.S. Identification Nos. of Above Persons (Entities Only)				
	Bradley Trent	Zimmer			
2	Check the App	oropriate Bo	ex if a Member of a Group (see instructions)	(a)	X
				(b)	
3	SEC Use Only				
4	Source of Fund	ds (See Inst	ructions)		
	OO, AF				
5	Check if Discl	osure of Le	gal Proceedings is Required Pursuant to Item 2(d) or 2(e) "		
6	Citizenship or	Place of Or	ganization		
	United States				
SHA	BER OF ARES	7	Sole Voting Power		
OWN	ICIALLY ED BY				
REPO	ACH PRTING		0		
PERSO	N WITH	8	Shared Voting Power		
		0	8,321,067 shares ¹		
		9	Sole Dispositive Power		
		10	0 Shared Dispositive Power		
		10	onarea Dispositive i ower		

8,321,067 shares¹

11	Aggregate Amount Beneficially Owned by Each Reporting Person
	8,321,067 shares ¹
12	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (see instructions) "
13	Percent of Class Represented by Amount in Row (11)
14	98.2% ¹ Type of Reporting Person (See Instructions)
17	Type of Reporting Person (See Institutions)
	IN
1	Includes 7,414,234 shares contributed to Sparkle, LLC, a North Carolina limited liability company, of which Bradley Trent Zimmer is a

1	Names of Reporting Persons. I.R.S. Identification Nos. of Above Persons (Entities Only)				
	Landon Garret	t Zimmer			
2	Check the App	propriate Bo	ex if a Member of a Group (see instructions)	(a)	x
				(b)	
3	SEC Use Only				
4	Source Of Fun	ds (See Inst	ructions)		
	OO, AF				
5	Check if Discl	osure of Le	gal Proceedings is Required Pursuant to Item 2(d) or 2(e)		
6	Citizenship or	Place of Or	ganization		
	r				
	TI to I are				
	United states				
	BER OF	7	Sole Voting Power		
BENEF	ARES ICIALLY				
	ED BY ACH		0		
	RTING N WITH	8	Shared Voting Power		
		Ū	Shared Volling Fower		
			8,321,067 Shares ¹		
		9	Sole Dispositive Power		
			0		
		10	Shared Dispositive Power		

8,321,067 Shares1

11	Aggregate Amount Beneficially Owned by Each Reporting Person					
	8,321,067 Shares ¹					
12	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) "					
13	Percent of Class Represented by Amount in Row (11)					
	$98.2\%^{1}$					
14	Type of Reporting Person (See Instructions)					
	IN					

¹ Includes 7,414,234 shares contributed to Sparkle, LLC, a North Carolina limited liability company, of which Landon Garrett Zimmer is a member, and 906,833 shares accepted by Sparkle, LLC in the cash tender offer.

1	Names of Reporting Persons. I.R.S. Identification Nos. of Above Persons (Entities Only)				
	Andrew Micha	nel Schreibe	r		
2	Check the App	oropriate Bo	ex if a Member of a Group (See Instructions)	(a)	X
				(b)	
3	SEC Use Only				
4	Source of Fund	ds (See Inst	ructions)		
	OO, AF				
5	Check if Discl	osure of Le	gal Proceedings is Required Pursuant to Item 2(d) or 2(e) "		
6	Citizenship or	Place of Or	ganization		
	United States				
	BER OF	7	Sole Voting Power		
BENEF	ARES ICIALLY				
EA	ED BY ACH RTING		0		
	N WITH	8	Shared Voting Power		
			8,321,067 shares ¹		
		9	Sole Dispositive Power		
			0		
		10	Shared Dispositive Power		

8,321,067 shares1

11	Aggregate Amount Beneficially Owned by Each Reporting Person					
	8,321,067 shares ¹					
12	Check if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions) "					
13	Percent of Class Represented by Amount in Row (11)					
	$98.2\%^{1}$					
14	Type of Reporting Person (See Instructions)					
	IN					

¹ Includes 7,414,234 shares contributed to Sparkle, LLC, a North Carolina limited liability company, of which Andrew Michael Schreiber is a member, and 906,833 shares accepted by Sparkle, LLC in the cash tender offer.

1	Names of Reporting Persons. I.R.S. Identification Nos. of Above Persons (Entities Only).				
2	Mark Harrison Check the App		x if a Member of a Group (See Instructions)	(a)	x
3	SEC Use Only Source of Fund		ructions)	(b)	
5			of Legal Proceedings is Required Pursuant to Item 2(d) or 2(e)		
6	Citizenship or United States				
SHA BENEF OWN EA REPO	BER OF ARES ICIALLY ED BY ACH RTING IN WITH	8	O Shared Voting Power		
		9	8,321,067 shares ¹ Sole Dispositive Power 0 Shared Dispositive Power		

11	Aggregate Amount Beneficially Owned by Each Reporting Person
	8,321,067 shares ¹
12	Check Box if the Aggregate Amount in Row (11) Excludes Certain Shares (See Instructions)

Percent of Class Represented by Amount in Row (11)

8,321,067 shares1

 $98.2\%^{1}$

13

14 Type of Reporting Person (See Instructions)

ΙN

Includes 7,414,234 shares contributed to Sparkle, LLC, a North Carolina limited liability company, of which Mark Harrison Schreiber is a member, and 906,833 shares accepted by Sparkle, LLC in the cash tender offer.

This Amendment No. 6 to Schedule TO amends and supplements the Tender Offer Statement, Rule 13e-3 Transaction Statement, and Schedule 13D/A filed under cover of Schedule TO initially filed with the Securities and Exchange Commission (the Commission) on January 29, 2004 (the Initial Schedule TO), and as amended and supplemented by Amendment No. 1 to Schedule TO filed with the Commission on March 2, 2004, Amendment No. 2 to Schedule TO filed with the Commission on March 29, 2004, Amendment No. 3 to Schedule TO filed with the Commission on April 16, 2004, Amendment No. 4 to Schedule TO filed with the Commission on April 26, 2004, and Amendment No. 5 to Schedule TO filed with the Commission on April 29, 2004, (as so amended, the Schedule TO), by Sparkle, LLC, a North Carolina limited liability company (Sparkle), Alan M. Zimmer, Herbert J. Zimmer, Jeffrey L. Zimmer, Arlene Z. Schreiber, Rose W. Zimmer, Bradley Trent Zimmer, Landon Garrett Zimmer, Andrew Michael Schreiber, Mark Harrison Schreiber, and Sparkle Acquisition, Inc., a North Carolina corporation, in connection with the offer by Sparkle to purchase all of the outstanding shares of common stock, par value \$.10 per share (the Shares), of Reeds Jewelers, Inc., a North Carolina corporation (Reeds), not owned by Sparkle or its subsidiaries, at a purchase price of \$2.05 per Share, net to the seller in cash. The offer is set forth in the Supplement to the Offer to Purchase dated April 29, 2004 (the Supplement), a copy of which is attached hereto as Exhibit (a)(1)(xiv), the Offer to Purchase dated January 29, 2004 (the Offer to Purchase, and any amendments or supplements hereto or thereto, collectively constitute the offer). Copies of the Offer to Purchase and the original Letter of Transmittal were attached as Exhibits (a)(1)(ii) and (a)(1)(iii), respectively, to the Initial Schedule TO.

attached as Exhibits (a)(1)(i) and (a)(1)(ii), respectively, to the Initial Schedule TO.
Items 1 3.
N/A
Item 4. Terms of the Transaction
Item 4 is amended and supplemented by reference to the Press Release attached hereto as Exhibit (a)(i)(xx).
Items 5 11.
N/A
Item 12. Exhibits
Item 12 is amended and supplemented by adding the following:
EXHIBIT DESCRIPTION
(a)(1)(xx) Text of Press Release issued by Sparkle on May 6, 2004.

Item 13. Information Required by Schedule 13E-3

Item 11. Interest in Securities of the Subject Company

Item 11 is hereby amended and supplemented by reference to the Press Release attached hereto as Exhibit (a)(i)(xx).

[THE REMAINDER OF THIS PAGE LEFT BLANK INTENTIONALLY]

SIGNATURE

After due inquiry and to the best of his, her, or its knowledge and belief, each of the undersigned certifies that the information set forth in this statement is true, complete and correct.

Dated: May 6, 2004	SPAR	KLE, LLC	
	By:	/s/ Alan M. Zimmer	
	Name:	Alan M. Zimmer	
	Title:	Director	
/s/ Alan M. Zimmer		/s/ Herbert J. Zimmer	
Alan M. Zimmer		Herbert J. Zimmer	
/s/ Jeffrey L. Zimmer		Heroert J. Zimmer	
		/s/ Arlene Z. Schreiber	
Jeffrey L. Zimmer		Arlene Z. Schreiber	
/s/ Rose W. Zimmer			
		/s/ Landon Garrett Zimmer	
Rose W. Zimmer		Landon Garrett Zimmer	
/s/ Bradley Trent Zimmer			
		/s/ Mark Harrison Schreiber	
Bradley Trent Zimmer		Mark Harrison Schreiber	
/s/ Andrew Michael Schreiber			
Andrew Michael Schreiber	an i na		
		LE ACQUISITION, INC. /s/ Alan M. Zimmer	
	By:	/s/ Alan IVI. Zimmer	
	Name:	Alan M. Zimmer	
	Title:	President	

EXHIBIT INDEX

EXHIBIT	DESCRIPTION

(a)(1)(xx) Text of Press Release issued by Sparkle on May 6, 2004.