#### LANCASTER JOEL

Form 4

February 02, 2005

## FORM 4

### UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

**SECURITIES** 

**OMB** 

3235-0287 Number:

**OMB APPROVAL** 

January 31, Expires: 2005

Estimated average burden hours per

response... 0.5

if no longer subject to Section 16. Form 4 or

Check this box

Form 5 obligations may continue. See Instruction

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1(b).

Common

Stock

02/01/2005

(Print or Type Responses)

1. Name and Address of Reporting Person * LANCASTER JOEL			2. Issuer Name <b>and</b> Ticker or Trading Symbol				g	5. Relationship of Reporting Person(s) to Issuer				
(T	(F: 1)	0.5.111.)		VENTUE		[EC	MV]	(Che	ck all applicable	e)		
(Last)	(First)	(Middle)		Earliest Tra	insaction							
			(Month/Da	ay/Year)				Director		6 Owner		
PERFUMANIA	A, 251		02/01/2005					X Officer (give title Other (specify below)				
INTERNATIO						Vice President						
(Street)			4. If Amendment, Date Original					6. Individual or Joint/Group Filing(Check				
Filed(1				(Month/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting				
SUNRISE, FL	33325							Person	wore man One K	eporting		
(City) (State) (Zip)			Table I - Non-Derivative Securities Ac					equired, Disposed of, or Beneficially Owned				
1.Title of 2	. Transaction D	ate 2A. De	emed	3.	4. Securi	ties		5. Amount of	6. Ownership	7. Nature of		
Security (1	Month/Day/Yea	ar) Executi	on Date, if	Transactio	onAcquired	(A) o	r	Securities	Form: Direct	Indirect		
(Instr. 3) any		any		Code	Disposed of (D)		Beneficially	(D) or	Beneficial			
		(Month	/Day/Year)	(Instr. 8)	(Instr. 3,	4 and	5)	Owned	Indirect (I)	Ownership		
								Following	(Instr. 4)	(Instr. 4)		
						(A)		Reported				
						or		Transaction(s) (Instr. 3 and 4)				
				Code V	Amount	(D)	Price	(msu. 5 and 4)				

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

X

02/01/2005

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

D

1,000

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1,000

A

(1)

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1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transact Code (Instr. 8)	5. Numbion Deriv Securitic Acquires (A) or Disposes (D) (Instr. 3, and 5)	vative es d	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amoun Underlying Securiti (Instr. 3 and 4)	
				Code V	/ (A)	(D)	Date Exercisable	Expiration Date	Title	Amou or Numb of Share
Non-qualified stock option	\$ 8.24	02/01/2005		X	1,000		07/24/2000	07/24/2009	Common Stock	1,00

# **Reporting Owners**

Reporting Owner Name / Address

Director 10% Owner Officer Other

LANCASTER JOEL PERFUMANIA 251 INTERNATIONAL PARKWAY SUNRISE, FL 33325

Vice President

## **Signatures**

/s/ Joel

Lancaster 02/02/2005

\*\*Signature of Reporting Person Date

# **Explanation of Responses:**

- \* If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) N/A

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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