

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of report (Date of earliest event reported): January 12, 2010 (January 12, 2010)

**GENESCO INC.**

(Exact Name of Registrant as Specified in Charter)

**Tennessee**

(State or Other Jurisdiction of  
Incorporation)

**1-3083**

(Commission  
File Number)

**62-0211340**

(I.R.S. Employer  
Identification No.)

**1415 Murfreesboro Road  
Nashville, Tennessee**

(Address of Principal Executive Offices)

**37217-2895**

(Zip Code)

**(615) 367-7000**

(Registrant's Telephone Number, Including Area Code)

**Not Applicable**

(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**ITEM 7.01. REGULATION FD DISCLOSURE.**

On January 12, 2010, Genesco Inc. issued a press release announcing same store sales by retail segment and for the entire Company for the fourth fiscal quarter-to-date period ended January 9, 2010, affirming that the Company's management remains comfortable with its previously-announced earnings per share expectations for the fiscal year ending January 30, 2010, and announcing that management will make a webcast presentation at the 12th Annual ICR XChange Conference on Wednesday, January 13, 2010, at 8:50 a.m. Pacific Standard time. The webcast may be accessed live through the Company's website, [www.genesco.com](http://www.genesco.com). A copy of the press release is furnished as Exhibit 99.1 to this Current Report on Form 10-K.

**ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS.**

(c) Exhibits

The following exhibit is furnished herewith:

<i>Exhibit Number</i>	<i>Description</i>
99.1	Press Release, dated January 12, 2010, issued by Genesco Inc.

SIGNATURE

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, thereto duly authorized.

Genesco Inc.

By: /s/ Roger G. Sisson

Name: Roger G. Sisson

Title: Senior Vice President,  
Secretary and General Counsel

Date: January 12, 2010

Financial Contact: James S. Gulmi (615) 367-8325  
 Media Contact: Claire S. McCall (615) 367-8283

**GENESCO REPORTS SAME STORE SALES NUMBERS,  
 REAFFIRMS FOURTH QUARTER EARNINGS OUTLOOK  
 —Announces Participation in 12<sup>th</sup> Annual ICR XChange Conference—**

NASHVILLE, Tenn., Jan. 12, 2010 —Genesco Inc. (NYSE: GCO) announced today that same store sales for the quarter-to-date period ended January 9, 2010, were up 1% from the equivalent period last year, when same store sales were down 4%. Sales for the Company's e-commerce and catalog direct sales businesses increased 24% in the quarter-to-date period ended January 9, 2010. Same store sales changes for each retail segment for the period were as follows:

	<b>QTD (Jan. 9, 2010)</b>
Journeys Group	-2%
Underground Station Group	0%
Hat World Group	7%
Johnston & Murphy Group	1%
<b>Total Genesco</b>	<b>1%</b>

The Company said that it remains comfortable with its previously announced earnings expectation of \$1.07 to \$1.13 per diluted share for the fourth quarter and 1.78 to \$1.84 per diluted share for the fiscal year ending January 30, 2010. Final fourth quarter earnings will depend on same store sales for the balance of the quarter and quarter-end accounting adjustments, among other factors.

Genesco plans to announce its fourth quarter and fiscal year 2010 results on March 4, 2010.

Genesco also announced that management will present at the 12th Annual ICR XChange Conference on Wednesday, January 13, 2010, at 8:50 a.m. (Pacific Standard Time). The audio portion of the presentation will be webcast live and may be accessed through the Company's internet website, <http://www.genesco.com>. To listen, please go to the website at least 15 minutes early to register, download and install any necessary software.

**Cautionary Note Concerning Forward-Looking Statements**

This release contains forward-looking statements, including those regarding the earnings outlook for the Company for the fiscal year ending January 30, 2010. Actual results could vary materially from the expectations reflected in these statements. A number of factors could cause differences. These include continuing weakness in the consumer economy, fashion trends that affect the sales of the Company's retail product offerings, changes in buying patterns by significant wholesale customers, disruptions in product supply or distribution, and competition in the Company's markets. Additional factors are cited in the "Risk Factors," "Legal Proceedings" and "Management's Discussion and Analysis of Financial Condition and Results of Operations"

sections of, and elsewhere, in our SEC filings, copies of which may be obtained from the SEC website, [www.sec.gov](http://www.sec.gov), or by contacting the investor relations department of Genesco via our website, [www.genesco.com](http://www.genesco.com). The Company notes specifically that there can be no assurance that it will achieve same store sales increases at the Company average for the three weeks ended January 9 for the balance of the fourth quarter. Many of the factors that will determine the outcome of the subject matter of this release are beyond Genesco's ability to control or predict. Genesco undertakes no obligation to release publicly the results of any revisions to these forward looking statements that may be made to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events. Forward-looking statements reflect the expectations of the Company at the time they are made. The Company disclaims any obligation to update such statements.

#### **About Genesco Inc.**

Genesco Inc., a Nashville-based specialty retailer, sells footwear, headwear and accessories in more than 2,240 retail stores in the United States and Canada, principally under the names Journeys, Journeys Kidz, Shi by Journeys, Johnston & Murphy, Underground Station, Hatworld, Lids, Hat Shack, Hat Zone, Head Quarters and Cap Connection, and on internet websites [www.journeys.com](http://www.journeys.com), [www.journeyskidz.com](http://www.journeyskidz.com), [www.shibyjourneys.com](http://www.shibyjourneys.com), [www.undergroundstation.com](http://www.undergroundstation.com), [www.johnstonmurphy.com](http://www.johnstonmurphy.com), [www.dockershoes.com](http://www.dockershoes.com), and [www.lids.com](http://www.lids.com). The Company also sells footwear at wholesale under its Johnston & Murphy brand and under the licensed Dockers brand. Additional information on Genesco and its operating divisions may be accessed at its website [www.genesco.com](http://www.genesco.com).