

SECURITIES AND EXCHANGE COMMISSION

FORM SC 13G

Schedule filed to report acquisition of beneficial ownership of 5% or more of a class of equity securities by passive investors and certain institutions

Filing Date: **2013-05-16**
SEC Accession No. [0001531612-13-000003](#)

(HTML Version on secdatabase.com)

SUBJECT COMPANY

CHEROKEE INC

CIK:[844161](#) | IRS No.: **954182437** | State of Incorporation: **DE** | Fiscal Year End: **0129**
Type: **SC 13G** | Act: **34** | File No.: **005-41754** | Film No.: **13848906**
SIC: **2330** Women's, misses', and juniors outerwear

Mailing Address
6835 VALJEAN AVE
VAN NUYS CA 91406-4713

Business Address
6835 VALJEAN AVE
VAN NUYS CA 91406-4713
8189511002

FILED BY

Cove Street Capital, LLC

CIK:[1531612](#) | IRS No.: **275376591** | State of Incorporation: **DE** | Fiscal Year End: **1231**
Type: **SC 13G**

Mailing Address
2321 ROSECRANS AVENUE
SUITE 3275
EL SEGUNDO CA 90245

Business Address
2321 ROSECRANS AVENUE
SUITE 3275
EL SEGUNDO CA 90245
424-221-5897

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, DC 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. ___)*

Cherokee, Inc.

(Name of Issuer)

Common Stock

(Title of Class of Securities)

16444H102

(CUSIP Number)

May 3, 2013

(Date of Event Which Requires Filing of this Statement)

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

<input checked="" type="checkbox"/>	Rule 13d-1(b)
<input type="checkbox"/>	Rule 13d-1(c)
<input type="checkbox"/>	Rule 13d-1(d)

*

The remainder of this cover page shall be filled out for a reporting persons initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 (Act) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

1.

NAME OF REPORTING PERSON

I.R.S. IDENTIFICATION NOS. OF ABOVE PERSONS (ENTITIES ONLY)

PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.42%

12.

TYPE OF REPORTING PERSON*(see instructions)

IA

Item 1(a).

Name of Issuer

Cherokee, Inc.

Item 1(b).

Address of Issuer's Principal Executive Offices:

5990 Sepulveda Boulevard, Suite 600
Sherman Oaks, CA 91411

Item 2(a).

Name of Persons Filing:

Item 2(b).

Address of Principal Business Office, or if None, Residence:

Item 2(c).

Citizenship:

Cove Street Capital, LLC
2321 Rosecrans Avenue, Suite 3275, El Segundo, CA 90245
Delaware

Item 2(d).

Title of Class of Securities:

Common Stock

Item 2(e).

CUSIP Number:

16444H102

Item 3.

If This Statement Is Filed Pursuant to 240.13d-1(b), or 240.13d-2(b)
or (c), Check Whether the Person Filing is a:

X (e)

An investment adviser in accordance with 240.13d-1(b) (1) (ii) (E).

If this statement is filed pursuant to Rule 13d-1(c), check this box.

N/A

Item 4.
Ownership

If the percent of class owned, as of December 31 of the year covered by the statement, or as of the last day of any month described in Rule 13d-1 (b) (2), if applicable, exceeds five percent, provide the following information as of that date and identify those shares which there is a right to acquire.

(a)
Amount beneficially owned: 455,459

(b)
Percent of class: 5.42%

(c)
Number of shares as to which such person has:

(i)
Sole power to vote or to direct the vote: 455,459

(ii) Shared power to vote or to direct the vote: 0

(iii) Sole power to dispose or to direct the disposition of: 455,459

(iv) Shared power to dispose or to direct the disposition of: 0

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:

N/A

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.

N/A

Item 8.

Identification and Classification of Members of the Group.

N/A

Item 9.

Notice of Dissolution of Group.

N/A

Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and 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.

Dated this 15th day May, 2013.

Cove Street Capital, LLC

By: /s/ Daniele Beasley

Daniele Beasley
President & CCO