

J JILL GROUP INC  
Form 8-K  
March 16, 2004

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, DC 20549

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**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): **March 15, 2004**

**THE J. JILL GROUP, INC.**

(Exact Name of Registrant as Specified in its Charter)

**Delaware**

(State or Other Jurisdiction  
of Incorporation)

**0-22480**

(Commission  
File Number)

**04-2973769**

(IRS Employer  
Identification No.)

**4 Batterymarch Park, Quincy, MA**

(Address of Principal Executive Offices)

**02169-7468**

(Zip Code)

Registrant's telephone number, including area code: **(617) 376-4300**

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**Item 7. Financial Statements, Pro Forma Financial Information and Exhibits**

(c) Exhibits

99.1 March 15, 2004 Press Release

**Item 9. Regulation FD Disclosure**

On March 15, 2004, The J. Jill Group, Inc. issued a press release announcing its current sales and earnings expectations for the fiscal quarter ending March 27, 2004 and for fiscal 2004. A copy of the press release is set forth as Exhibit 99.1 and is incorporated by reference herein.

**SIGNATURES**

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 hereunto duly authorized.

THE J. JILL GROUP, INC.

Date: March 15, 2004

By: /s/ Olga L. Conley  
Olga L. Conley  
Executive Vice President /  
Chief Financial Officer and Treasurer  
*(Principal Financial Officer)*

**EXHIBIT INDEX**

<b>Number</b>	<b>Description</b>
99.1	March 15, 2004 Press Release