

Destination Maternity Corp
Form 4
February 02, 2011

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
HITCHNER ELAM M III

(Last) (First) (Middle)

C/O DESTINATION MATERNITY CORPORATION, 456 NORTH FIFTH STREET

(Street)

PHILADELPHIA, PA 19123

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

Destination Maternity Corp [DEST]

3. Date of Earliest Transaction (Month/Day/Year)

01/31/2011

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				(A) or (D)	Price		
Common Stock	01/31/2011		S	7,291	D \$ 41.61	4,709	D
Common Stock	02/01/2011		M	2,000	A \$ 10.21	6,709	D
Common Stock	02/01/2011		M	2,616	A \$ 12.95	9,325	D
Common Stock	02/01/2011		S	9,325	D \$ 41.07	0	D
Common Stock	02/02/2011		M	2,384	A \$ 12.95	2,384	D

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Common Stock	02/02/2011	M	5,000	A	\$ 13.72	7,384	D
Common Stock	02/02/2011	S	7,384	D	\$ 40.23	0	D

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

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(9-02)

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

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. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or Number of Shares	
				Code	V	(A)	(D)		
Stock Options (Right to Buy)	\$ 10.21	02/01/2011		M	2,000	<u>(1)</u> 01/17/2012	Common Stock	2,000	
Stock Options (Right to Buy)	\$ 12.95	02/01/2011		M	2,616	<u>(1)</u> 01/20/2016	Common Stock	2,616	
Stock Options (Right to Buy)	\$ 12.95	02/02/2011		M	2,384	<u>(1)</u> 01/20/2016	Common Stock	2,384	
Stock Options (Right to Buy)	\$ 13.72	02/02/2011		M	5,000	<u>(1)</u> 01/21/2015	Common Stock	5,000	

Reporting Owners

Reporting Owner Name / Address

Relationships

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Director 10% Owner Officer Other

HITCHNER ELAM M III
C/O DESTINATION MATERNITY CORPORATION
456 NORTH FIFTH STREET
PHILADELPHIA, PA 19123

X

Signatures

Elam M. Hitchner, III signed by Edward M. Krell under Power of Attorney

02/02/2011

__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) These options are fully vested and exercisable.

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