

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 the earliest event reported)
November 3, 2004

Lifetime Hoan Corporation
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation)

1-19254 11-2682486
(Commission File Number) (IRS Employer Identification No.)

One Merrick Avenue, Westbury, New York 11590
(Address of principal executive offices) (Zip Code)

Registrant's telephone number, including area code: (516) 683-6000

N/A
(Former name or former address, if changed since last
report)

Item 2.02. Results of Operation and Financial Condition

On November 3, 2004, Lifetime Hoan Corporation ("the
Company") issued a press release setting forth the Company's
third-quarter 2004 earnings. A copy of the Company's press
release is attached hereto as Exhibit 99 and hereby
incorporated by reference.

Item 9.01. Financial Statements and Exhibits

c) Exhibits

99 - Press Release, dated November 3, 2004

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 thereunto duly
authorized.

Lifetime Hoan Corporation

By: /s/ Robert McNally
Robert McNally
Vice President of Finance and
Chief Financial Officer

Date: November 3, 2004

EXHIBIT 99

LIFETIME HOAN REPORTS THIRD QUARTER 2004 RESULTS

WESTBURY, N.Y., Nov. 3, 2004 -- LIFETIME HOAN CORPORATION (NASDAQ NM: LCUT), a leading designer, marketer and distributor of housewares, today announced results for the third quarter and nine months ended September 30, 2004.

For the third quarter of 2004, net sales totaled \$51.2 million compared to \$44.1 million for the same period of the prior year. The Company reported net income of \$2.6 million, or \$0.23 per diluted share, compared to \$2.9 million, or \$0.27 per diluted share, for the third quarter of 2003.

Net sales for the nine months ended September 30, 2004 totaled \$121.4 million compared to \$98.3 million for the same period in 2003, an increase of 23.5%. Net income for the period was \$3.1 million, or \$0.28 per diluted share, compared to \$3.0 million, or \$0.28 per diluted share, last year.

Jeffrey Siegel, Chairman, President and Chief Executive Officer, commented, "Lifetime's net revenues for the third quarter increased by 16%. This significant increase notwithstanding, the results for the quarter did not meet our expectations.

"Sales did not attain our earlier forecast principally because of late delivery of merchandise from overseas. Some of our suppliers encountered difficulties with the start-up of production of new product lines. The affected product lines included our new lines of KitchenAid(R) cutlery, our new ceramic S'mores Maker(TM) and our new Smokeless Tabletop Griller(TM). In some cases, these products utilize new materials or combinations of materials that, coupled with our stringent quality requirements, resulted in unexpected problems for our suppliers. As a result, a number of sales programs did not begin as scheduled during the quarter. In addition, our supply chain faced a number of other challenges, including shortages and delays in the availability of raw materials in Asia and delays caused by congestion at ports in the United States. While these start-up and other supply chain issues had a negative impact on sales, we believe they have generally been resolved and we expect the flow of merchandise to continue at satisfactory levels through the important holiday shipping season."

Mr. Siegel continued, "Many of our retail customers also faced challenges during the quarter. These resulted from high gasoline prices and severe weather in the Southeastern United States. In addition, measures instituted earlier in 2004 by a major customer to improve inventory turns and lower its in-stock position continued. Together, these factors had a negative effect on the timing and reduced the size of orders we received during the quarter, when compared to our expectations.

"Our profitability in the quarter did not meet our target, principally as a result of lower than anticipated net sales. Our gross margin percentage fell by 1.6%, reflecting proportionally higher sales of products that traditionally carry lower gross profit margins. This was due to increased sales of products sold under the KitchenAid(R) brand, which generate a lower gross profit margin due to the added cost of royalties, as well as higher sales of bakeware, functional glassware and tabletop products.

"Selling, general and administrative (SG&A) expenses rose due to the increase in the share of space in our outlet stores for which Lifetime is responsible compared with same quarter last year, as well as added costs related to strengthening our product development, sourcing and sales/marketing infrastructure. We believe that our planned investments in these areas, which had a negative impact on our profitability during the quarter, are necessary to ensure our growth and will have a positive impact on future

profitability. In addition, SG&A expenses increased as a result of the acquisitions of the business and assets of USE(R) - Tools for Civilization(R), Gemco Ware and Excel."

Mr. Siegel concluded, "As a result of the third-quarter developments, we have reviewed our forecast and refined our guidance for 2004. We are lowering our net sales guidance for the year to approximately \$190 - \$197 million from \$202 - \$212 million. Consequently, we are lowering our earnings per share estimate to approximately \$0.78 - \$0.87 from \$0.95 - \$1.10."

Lifetime Hoan noted that third-quarter 2004 sales attributable to the :USE(R) - Tools for Civilization(R), Gemco Ware and Excel businesses, which the Company acquired during the last twelve months, totaled \$5.1 million.

Separately, the Company announced that its Board of Directors declared a regular quarterly cash dividend of \$0.0625 per share, payable on November 19, 2004 to shareholders of record on November 5, 2004.

Lifetime Hoan has scheduled a conference call Wednesday, November 3, at 11:00 a.m. Eastern time to discuss third-quarter-2004 results and additional matters. The dial-in number for the call is (706) 634-1218. A replay of the call will also be available through Wednesday, August 4, and can be accessed by dialing (706) 645-9291, conference ID #1541466. A live webcast of the call will be broadcast at the Company's web site, www.lifetime.hoan.com. For those who cannot listen to the live broadcast, an audio replay of the call will also be available on the site.

Lifetime is a leading designer, marketer and distributor of kitchenware, cutlery & cutting boards, bakeware & cookware, pantryware & spices, tabletop and bath accessories, marketing its products under various trade names including Farberware(R), KitchenAid(R), Cuisinart(R), Hoffritz(R), Sabatier(R), DBK-Daniel Boulud Kitchen(TM), Joseph Abboud Environments(R), Roshco(R), Baker's Advantage(R), Kamenstein(R), CasaModa(TM), Hoan(R), Gemco(R) and :USE(R). Lifetime's products are distributed through almost every major retailer in the United States.

The information herein contains certain forward-looking statements including statements concerning the Company's future prospects. These statements involve risks and uncertainties, including risks relating to general economic conditions and risks relating to the Company's operations, such as the risk of loss of major customers and risks relating to changes in demand for the Company's products, as detailed from time to time in the Company's filings with the Securities and Exchange Commission.

Tables to Follow

COMPANY CONTACT:	INVESTOR RELATIONS:
Robert McNally	Harriet Fried
Chief Financial Officer	Lippert/Heilshorn
(516) 683-6000	& Associates, Inc.
	(212) 838-3777 or
	hfried@lhai.com

LIFETIME HOAN CORPORATION
INCOME STATEMENT
(in 000's, except per share data)

Three	
Months	
Ended	
September	
30,	
(Unaudited)	
% 2004-2003	
Increase	
(Decrease)	
Net Sales	
\$51,241	
\$44,068	
16.3% Cost	
of Sales	
30,553	

	25,552	
	19.6%	
Distribution		
Expenses		
	5,562	5,337
	4.2%	SG&A
	10,579	
	8,163	29.6%
Income from		
Operations		
	4,547	5,016
	(9.4%)	
Interest		
Expense	268	
	189	41.8%
Other		
Income	(14)	
	(16)	
	(12.5%)	
Income		
Before		
Taxes	4,293	
	4,843	
	(11.4%)	Tax
Provision		
	1,709	1,956
	(12.6%)	Net
Income		
	\$2,584	
	\$2,887	
	(10.5%)	
Diluted		
Earnings		
Per Share		
from Net		
Income		
	\$0.23	\$0.27
Weighted		
Average		
Shares		
	11,281	
	10,784	

Nine Months		
Ended		
September		
30,		
(Unaudited)		
% 2004-2003		
Increase		
(Decrease)		
Net Sales		
	\$121,399	
	\$98,302	
23.5%	Cost	
of Sales		
	71,396	
	55,982	
	27.5%	
Distribution		
Expenses		
	15,007	
	14,103	6.4%
SG&A	29,302	
	22,742	
	28.8%	
Income from		
Operations		
	5,694	5,475
	4.0%	
Interest		
Expense	536	
	480	11.7%
Other		
Income	(45)	
	(51)	
	(11.8%)	
Income		
Before		

~~Taxes 5,203~~
~~5,046 3.1%~~
~~Tax~~
~~Provision~~
~~2,071 2,038~~
~~1.6% Net~~
~~Income~~
~~\$3,132~~
~~\$3,008 4.1%~~
~~Diluted~~
~~Earnings~~
~~Per Share~~
~~from Net~~
~~Income~~
~~\$0.28 \$0.28~~
~~Weighted~~
~~Average~~
~~Shares~~
~~11,217~~
~~10,660~~

LIFETIME HOAN CORPORATION
 CONDENSED CONSOLIDATED BALANCE SHEETS
 (in thousands)
 (unaudited)

~~September~~
~~30,~~
~~September~~
~~30, 2004~~
~~2003 ASSETS~~
~~CURRENT~~
~~ASSETS Cash~~
~~and cash~~
~~equivalents~~
~~\$ 689 \$ 213~~
~~Accounts~~
~~receivable,~~
~~net 31,067~~
~~28,114~~
~~Merchandise~~
~~inventories~~
~~64,053~~
~~56,357~~
~~Prepaid~~
~~expenses and~~
~~other~~
~~current~~
~~assets 8,607~~
~~5,909 TOTAL~~
~~CURRENT~~
~~ASSETS~~
~~104,416~~
~~90,593~~
~~PROPERTY AND~~
~~EQUIPMENT,~~
~~net 19,727~~
~~19,985~~
~~INTANGIBLES,~~
~~net 29,803~~
~~23,660 OTHER~~
~~ASSETS 2,213~~
~~2,120 TOTAL~~
~~ASSETS \$~~
~~156,159 \$~~
~~136,358~~
~~LIABILITIES~~
~~AND~~
~~STOCKHOLDERS'~~
~~EQUITY~~
~~CURRENT~~
~~LIABILITIES~~
~~Short-term~~
~~borrowings \$~~
~~27,200 \$~~
~~26,500~~
~~Accounts~~
~~payable and~~

trade	
acceptances	
8,721	7,482
Other	
current	
liabilities	
22,303	
20,100	TOTAL
CURRENT	
LIABILITIES	
58,224	
54,082	
DEFERRED	
RENT & OTHER	
LONG TERM	
LIABILITIES	
1,800	722
DEFERRED	
INCOME TAX	
LIABILITIES	
3,300	1,412
LONG TERM	
DEBT 5,000	—
STOCKHOLDERS'	
EQUITY	
87,835	
80,142	TOTAL
LIABILITIES	
AND	
STOCKHOLDERS'	
EQUITY \$	
156,159	\$
136,358	