U.S. SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

FORM 10-Q

QUARTERLY REPORT UNDER SECTION 13 OR 15(d) OF

THE SECURITIES EXCHANGE ACT OF 1934

For quarter ended September 30, 1999

Commission file number 1-19254

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

Delaware	11-2682486
(State or other jurisdiction of incorporation or organization)	(I.R.S. Employer Identification No.)

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

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

Not applicable
(Former name, former address and former fiscal year, if changed since last report)

Indicate by check mark whether the registrant: (1) has filed all reports required to be filed by Section 13 or 15(d) of the Securities Exchange Act of 1934 during the preceding 12 months (or for such shorter periods that the registrant was required to file such reports), and (2) has been subject to such filing requirements for the past 90 days.
Yes X No

APPLICABLE ONLY TO CORPORATE ISSUERS
Indicate the number of shares outstanding of each of the issuer's classes of common stock, as of the latest practicable date.

Common Stock, $.01 Par Value 12,600,146 shares outstanding as of October 31, 1999

PART I. FINANCIAL INFORMATION

ITEM 1. FINANCIAL STATEMENTS

LIFETIME HOAN CORPORATION

CONDENSED CONSOLIDATED BALANCE SHEETS
(in thousands, except share data)

	September 30, 1999	December

	(unaudited)	31, 1998
ASSETS		
CURRENT ASSETS		
Cash and cash equivalents	$236	$9,438
Accounts receivable, less allowances of $1,591 in 1999 and $1,527 in 1998	12,631	13,306
Merchandise inventories	61,597	44,938
Prepaid expenses	2,608	2,956
Deferred income taxes	632	397
Other current assets	1,571	1,230
TOTAL CURRENT ASSETS	79,275	72,265
PROPERTY AND EQUIPMENT, net	12,545	11,823
EXCESS OF COST OVER NET ASSETS ACQUIRED,net	9,368	9,316
OTHER INTANGIBLES, net	10,268	10,560
OTHER ASSETS	1,149	1,108
TOTAL ASSETS	$112,605	$105,072
LIABILITIES AND STOCKHOLDERS' EQUITY		
CURRENT LIABILITIES		
Short-term borrowings	$5,900	$ -
Accounts payable and trade acceptances	5,594	2,706
Accrued expenses	8,921	10,263
Income taxes	-	956
TOTAL CURRENT LIABILITIES	20,415	13,925
STOCKHOLDERS' EQUITY		
Common stock, $0.01 par value, shares authorized 25,000,000; shares issued and outstanding 12,600,146 in 1999 and 12,588,264 in 1998	126	126
Paid-in capital	76,194	76,115
Retained earnings	16,812	15,859
Notes receivable for shares issued to stockholders	(908)	(908)
Deferred compensation	(34)	(45)
TOTAL STOCKHOLDERS' EQUITY	92,190	91,147
TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	$112,605	$105,072

See notes to condensed consolidated financial statements.

LIFETIME HOAN CORPORATION

CONDENSED CONSOLIDATED STATEMENTS OF INCOME
(in thousands, except per share data)
(unaudited)

	Three Months Ended September 30,		Nine Months Ended September 30,	
	1999	1998	1999	1998
Net Sales	$22,950	$31,313	$67,670	$77,365
Cost of Sales	12,254	16,003	34,943	39,646
Gross Profit	10,696	15,310	32,727	37,719
Selling, General and Administrative Expenses	10,033	9,191	27,203	24,572
Income Before Income Taxes	663	6,119	5,524	13,147
Income Taxes	270	2,425	2,210	5,225
NET INCOME	$393	$3,694	$3,314	$7,922
EARNINGS PER COMMON SHARE-BASIC	$0.03	$0.29	$0.26	$0.63
EARNINGS PER COMMON SHARE-DILUTED	$0.03	$0.29	$0.26	$0.62

See notes to condensed consolidated financial statements.

LIFETIME HOAN CORPORATION

CONDENSED CONSOLIDATED STATEMENTS OF CASH FLOWS
(in thousands)
(unaudited)

	Nine Months Ended September 30,	
	1999	1998
OPERATING ACTIVITIES		
Net income	$3,314	$7,922
Adjustments to reconcile net income to net cash (used in) operating activities:		
Depreciation and amortization	2,157	1,808
Deferred tax (benefit)	(235)	(564)
Provision for losses on accounts receivable	375	78
Reserve for sales returns and allowances	1,239	790
Changes in operating assets and liabilities, excluding the effects of the Roshco, Inc. acquisition:		
Accounts receivable	(939)	(3,332)
Merchandise inventories	(16,659)	(7,456)
Prepaid expenses, other current assets and other assets	(15)	(263)
Accounts payable, trade acceptances and accrued expenses	2,166	(5,131)
Income taxes payable	(974)	801
NET CASH (USED IN) OPERATING ACTIVITIES	(9,571)	(5,347)
INVESTING ACTIVITIES		
Purchase of property and equipment, net	(2,333)	(1,383)
Purchase of marketable securities	-	(256)
Payment of note payable of acquired business	-	(2,586)
Acquisition of Roshco, Inc.	(916)	(4,758)
NET CASH (USED IN) INVESTING ACTIVITIES	(3,249)	(8,983)
FINANCING ACTIVITIES		
Proceeds from short-term borrowings, net	5,900	9,200
Proceeds from the exercise of stock options	80	321
Cash dividends paid	(2,362)	(2,355)
NET CASH PROVIDED BY FINANCING ACTIVITIES	3,618	7,166
(DECREASE) IN CASH AND CASH EQUIVALENTS	(9,202)	(7,164)
Cash and cash equivalents at beginning of period	9,438	7,773
CASH AND CASH EQUIVALENTS AT END OF PERIOD	$236	$609

See notes to condensed consolidated financial statements.

LIFETIME HOAN CORPORATION

NOTES TO CONDENSED CONSOLIDATED FINANCIAL STATEMENTS
(unaudited)

Note A - Basis of Presentation

The accompanying unaudited condensed consolidated financial statements have been prepared in accordance with generally accepted accounting principles for interim financial information and with the instructions to Form 10-Q and Article 10 of Regulation S-X. Accordingly, they do not include all of the information and footnotes required by generally accepted accounting principles for complete financial statements. In the opinion of management, all adjustments (consisting of normal recurring accruals) considered necessary for a fair presentation have been included. Operating results for the nine month period ended September 30, 1999 are not necessarily indicative of the results that may be expected for the year ending December 31, 1999. It is suggested that these condensed financial statements be read in conjunction with the financial statements and footnotes thereto included in the Company's Annual Report on Form 10-K for the year ended December 31, 1998.

Note B - Inventories
Merchandise inventories, principally finished goods, are priced at the lower of cost (first-in, first-out basis) or market.

Note C - Line of Credit Agreement
The Company has available an unsecured $25,000,000 line of credit with a bank (the "Line") which may be used for short-term borrowings or letters of credit. As of September 30, 1999, the Company had $8,023,000 of letters of credit and trade acceptances outstanding and $5,900,000 of borrowings. The Line is cancelable by either party at any time. Borrowings under the Line bear interest payable daily at a negotiated short-term borrowing rate. The average daily borrowing rate for the three months ended September 30, 1999 was 6.5%. The Company is also charged a nominal fee on the entire Line.

Note D - Capital Stock
Cash Dividends: On August 4, 1999 the Board of Directors declared a regular quarterly cash dividend of $0.0625 per share to shareholders of record on August 5, 1999, paid on August 19, 1999. On October 26, 1999, the Board of Directors of the Company declared another regular quarterly cash dividend of $0.0625 per share to shareholders of record on November 5, 1999, payable on November 19, 1999.

Earnings Per Share: Basic earnings per share has been computed by dividing net income by the weighted average number of common shares outstanding of 12,600,000 for the three months ended September 30, 1999 and 12,585,000 for the three months ended September 30, 1998. For the nine month periods ended September 30, 1999 and September 30, 1998, the weighted average number of common shares outstanding were 12,597,000 and 12,565,000 respectively. Diluted earnings per share has been computed by dividing net income by the weighted average number of common shares outstanding, including the dilutive effects of stock options, of 12,767,000 for the three months ended September 30, 1999 and 12,809,000 for the three months ended September 30, 1998. For the nine month periods ended September 30, 1999 and September 30, 1998, the diluted number of common shares outstanding were 12,794,000 and 12,842,000, respectively.

ITEM 2. MANAGEMENT'S DISCUSSION AND ANALYSIS OF FINANCIAL CONDITION AND RESULTS OF OPERATIONS

RESULTS OF OPERATIONS

The following table sets forth income statement data of the Company as a percentage of net sales for the periods indicated below.

	Three Months Ended September 30,		Nine Months Ended September 30,	
	1999	1998	1999	1998
Net Sales	100.0%	100.0%	100.0%	100.0%
Cost of sales	53.4	51.1	51.6	51.2
Gross profit	46.6	48.9	48.4	48.8

Selling, general and administrative expenses	43.7	29.4	40.2	31.8
Income before income taxes	2.9	19.5	8.2	17.0
Income taxes	1.2	7.7	3.3	6.8
Net Income	1.7%	11.8%	4.9%	10.2%

Three Months Ended September 30, 1999 Compared to Three Months ended September 30, 1998

Net Sales
Net sales were $22.9 million for the third quarter of 1999 versus $31.3 million in the third quarter of 1998, a decrease of 26.7%. The sales decline was attributable to additional problems encountered during the quarter in the Company's new warehouse management system that impacted its ability to ship merchandise to its customers. The Company believes that appropriate measures have been taken to rectify the problems and stabilize the system. However, these problems created a backup of orders which in turn resulted in increased inventory levels well beyond the warehouse's efficient capacity, which continues to negatively affect the current level of shipments.

Gross Profit
Gross profit for the three months ended September 30, 1999 was $10.7 million, a decrease of 30.1% from the comparable 1998 period. Gross profit as a percentage of sales declined to 46.6% from 48.9% due to an unfavorable change in the overall sales product mix and customer mix.

Selling, General and Administrative Expenses
Selling, general and administrative expenses for the three months ended September 30, 1999 were approximately $10.0 million, an increase of 9.2% from the comparable 1998 quarter. The higher expenses were primarily attributable to increased warehouse personnel expenses and warehouse operating expenses and, to a lesser extent, increased depreciation expense related to the installation of a new financial/accounting system and a separate new warehouse management system.

Nine Months Ended September 30, 1999 Compared to Nine Months ended September 30, 1998

Net Sales
For the nine months ended September 30, 1999 net sales totaled $67.7 million versus $77.4 million for the comparable period in 1998. The decrease in sales was attributable to the Company's inability to ship customer orders in the first and third quarters of 1999 due to significant problems related to the installation of a new warehouse management system. As a consequence, net sales during the first and third quarters of 1999 declined as compared to the corresponding quarters in the prior year. The Company believes that appropriate measures have been taken to rectify the problems and stabilize the system. However, the problems in the third quarter created a backup of orders which in turn resulted in increased inventory levels well beyond the warehouse's efficient capacity, which continues to negatively affect the current level of shipments.

Gross Profit
Gross profit for the nine months ended September 30, 1999 was $32.7 million, a decrease of 13.2% from the comparable 1998 period. Gross profit as a percentage of net sales was 48.4% for the nine months ended September 30, 1999 as compared to 48.8% in the comparable 1998 period.

Selling, General and Administrative Expenses
Selling, general and administrative expenses for the nine months ended September 30, 1999 were $27.2 million, an increase of 10.7% from the comparable 1998 period. The higher expenses were primarily attributable to the added expenses of operating the Roshco warehouse and office facility, increased warehouse personnel costs, warehouse operating expenses, and increased depreciation expense related to the installation of a new financial management system and a separate new warehouse management system.

Forward Looking Statements: This Quarterly Report on Form 10-Q contains certain forward-looking statements within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including statements concerning the Company's future products, results of operations and prospects. These forward-looking statements involve risks and uncertainties, including risks relating to general economic and business conditions, including changes which could affect customer payment practices or consumer spending; industry trends; the loss of major customers; changes in demand for the Company's products; the timing of orders received from customers; cost and availability of raw materials; increases in costs relating to manufacturing and transportation of products; dependence on foreign sources of supply and foreign manufacturing; risks relating to Year 2000 issues; and the seasonal nature of the business as detailed elsewhere in this Quarterly Report on Form 10-Q and from time to time in the Company's filings with the Securities and Exchange Commission. Such statements are based on management's current expectations and are subject to a number of factors and uncertainties which could cause actual results to differ materially from those described in the forward-looking statements.

LIQUIDITY AND CAPITAL RESOURCES

The Company has a $25,000,000 unsecured line of credit with a bank (the "Line") which may be used for short-term borrowings or letters of credit and trade acceptances. Borrowings under the Line bear interest payable daily at a negotiated short-term borrowing rate. The Company is also charged a nominal fee on the entire Line. As of September 30, 1999, the Company had $8,023,000 of letters of credit and trade acceptances outstanding and $5,900,000 of borrowings and, as a result, the availability under the Line was $11,077,000. The average daily borrowing rate for the three months ended September 30, 1999 was 6.5%. The Line is cancelable by either party at any time.

At September 30, 1999, the Company had cash and cash equivalents of $236,000 versus $9.4 million at December 31, 1998.

The decrease in cash during the first nine months of 1999 resulted primarily from the funding of the Company's increased inventory levels, purchases of property and equipment and the payment of cash dividends, partially offset by increases in current liabilities.

On October 26, 1999, the Board of Directors declared another regular quarterly cash dividend of $0.0625 per share to shareholders of record on November 5, 1999, to be paid on November 19, 1999. The dividend to be paid will be approximately $787,000.

On September 23, 1999 the Company announced it entered into an agreement to acquire a 51% controlling interest in each of Prestige Italiana, Spa. and Prestige Haushaltswaren GmbH (together the "Prestige Companies"). The Prestige Companies market and distribute kitchen tools, gadgets, cutlery, and bakeware under the Prestige trade name in Italy and Germany and for the twelve months ended August 31, 1999, the Prestige Companies had combined net sales of approximately $10 million. The Company paid approximately $1.3 million for its 51% ownership positions.

The Company expects that all capital expenditures expected to be incurred in 1999 will be financed from current operations, cash and cash equivalents and, if needed, short term borrowings.

The Company believes that its cash and cash equivalents, internally generated funds and its existing credit arrangements will be sufficient to finance its operations for at least the next 12 months.

The results of operations of the Company for the periods discussed have not been significantly affected by inflation or foreign currency fluctuation. The Company negotiates predominantly all of its purchase orders with its foreign manufacturers in United States dollars. Thus, notwithstanding any fluctuation in foreign currencies, the Company's cost for its purchases is not subject to change after the time the order is placed. However, any weakening of the United States dollar against local currencies could lead certain manufacturers to increase their United States dollar prices for products. The Company believes it would be able to compensate for any such price increase.

Year 2000

The Company is in the process of investigating issues that could affect its operations regarding Year 2000 compliance issues. The Year 2000 compliance issues revolve around the fact that most computer systems do not recognize a year by its traditional four digit format. Instead, computer systems recognize the last two digits for a specified year. If not properly addressed, these issues could potentially have an adverse material impact on the Company's operations.

The Company has installed a new financial/accounting system and a separate new warehouse management system to address the financial and operational needs of its business. These systems are operational and the Company has received confirmation from the suppliers of these new systems certifying that these systems are in fact Year 2000 compliant. Testing of these systems to ensure that they are Year 2000 compliant was performed in the third quarter of 1999 and, so far, the results indicate that these systems are Year 2000 compliant. Additional testing is being performed and as results of this testing process become available over the next two months, the Company will make contingency plans where it deems necessary.

The Company relies on third parties for inventory, supplies, financial products and other key services. Third party entities that could have a potential material impact on the operations of the Company's business have been contacted to determine the progress that each has made in connection with Year 2000 compliance issues. Despite the Company's efforts, there can be no guarantee that the systems of other companies which the Company relies on to conduct its day-to-day business will be compliant. If any of such systems are non-compliant, the Company may, among other things, experience difficulties in obtaining inventory and supplies. The Company will make contingency plans for any entity it feels has not made satisfactory progress towards being Year 2000 compliant. Contingency plans may include increasing inventory levels, securing alternate supply sources and taking other appropriate measures.

The Company is also dependent upon its customers for sales and cash flow. Interruption in our customers' operations due to Year 2000 issues could result in reduced sales and cash flow for the Company, and higher inventories. The Company is monitoring the status of its customers to determine potential risks and develop possible alternatives.

Although the Company believes that with the implementation of the new financial/accounting and warehouse management systems, along with the evaluation process of significant third party entities, the possibility of significant interruptions of normal operations should be reduced, there can be no assurance that failure of the Company, third party vendors or customers to be Year 2000 compliant could have an adverse material impact on the operations of the Company's business.

Notwithstanding Year 2000 issues, the Company decided to install the new financial/accounting system and a separate new warehouse management system to accommodate the Company's growth. Therefore, at this time, the costs relating to Year 2000 compliance activities have not been significant and, based on management's best estimates, are not expected to be significant. However, due to the complexity and pervasiveness of Year 2000 issues, in particular the uncertainty regarding the compliance programs of third parties, no assurance can be given that costs will not exceed those currently anticipated by the Company.

ITEM 3. QUANTITATIVE AND QUALITATIVE DISCLOSURES ABOUT MARKET RISK

The Company does not trade in derivative financial instruments. The Company's revolving line of credit bears interest at a variable rate and, therefore, the Company is subject to market-risk in the form of interest rate fluctuations.

PART II - OTHER INFORMATION

Item 6. Exhibit(s) and Reports on Form 8-K.

(a) Exhibit(s) in the third quarter of 1999:

Exhibit No.	Description
27	Financial Data Schedule (filed herewith)

(b) Reports on Form 8-K in the third quarter of 1999: NONE

Exhibit 27. Financial Data Schedule

Lifetime Hoan Corporation

Financial Data Schedule

Pursuant to Item 601(c) of Regulation S-K

This schedule contains summary financial information extracted from the financial statements included in the form 10-Q and is qualified in its entirety by reference to such financial statements for the Nine Months ended September 30, 1999.
(in thousands, except per share data)

Item Number	Item Description	Amount
5-02(1)	Cash and Cash Items	$ 236
5-02(2)	Marketable Securities	$ 0
5-02(3)(a)(1)	Notes and Accounts Receivable - Trade	$ 12,716
5-02(4)	Allowances for Doubtful Accounts	$ 85
5-02(6)	Inventory	$ 61,597
5-02(9)	Total Current Assets	$ 79,275
5-02(13)	Property, Plant and Equipment	$ 20,083
5-02(14)	Accumulated Depreciation	$ 7,538
5-02(18)	Total Assets	$ 112,605
5-02(21)	Total Current Liabilities	$ 20,415
5-02(22)	Bonds, Mortgages and Similar Debt	$ 0
5-02(28)	Preferred Stock - Mandatory Redemption	$ 0
5-02(29)	Preferred Stock - No Mandatory Redemption	$ 0
5-02(30)	Common Stock	$ 126
5-02(31)	Other Stockholders' Equity	$ 92,064
5-02(32)	Total Liabilities and Stockholders' Equity	$ 112,605
5-03(b)1(a)	Net Sales of Tangible Products	$ 67,220
5-03(b)1	Total Revenues	$ 67,670
5-03(b)2(a)	Cost of Tangible Goods Sold	$ 34,943
5-03(b)2	Total Costs and Expenses Applicable to Sales and Revenues	$ 34,943
5-03(b)3	Other Costs and Expenses	$ 0
5-03(b)5	Provision for Doubtful Accounts and Notes	$ 375
5-03(b)(8)	Interest and Amortization of Debt Discount	$ 0
5-03(b)(10)	Income Before Taxes and Other Items	$ 5,524
5-03(b)(11)	Income Tax Expense	$ 2,210
5-03(b)(14)	Income/Loss Continuing Operations	$ 3,314
5-03(b)(15)	Discontinued Operations	$ 0
5-03(b)(17)	Extraordinary Items	$ 0
5-03(b)(18)	Cumulative effect - Changes in Accounting Principles	$ 0
5-03(b)(19)	Net Income or Loss	$ 3,314
5-03(b)(20)	Earnings Per Share - Primary	$ 0.26
5-03(b)(20)	Earnings Per Share - Fully Diluted	$ 0.26

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 thereunto duly authorized.

Lifetime Hoan Corporation

November 12, 1999

/s/ Milton L. Cohen

Milton L. Cohen
Chairman of the Board of Directors
and President
(Principal Executive Officer)

November 12, 1999

/s/ Robert McNally

Robert McNally
Vice President - Finance and Treasurer
(Principal Financial and Accounting
Officer)