

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

| OMB APPROVAL | |
|--|-----------|
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|---|--|--|--|
| 1. Name and Address of Reporting Person* ROSE MARK (Last) (First) (Middle) 915 SECAUCUS ROAD (Street) SECAUCUS NJ 07094 (City) (State) (Zip) | 2. Date of Event Requiring Statement (Month/Day/Year) 07/27/2006 | 3. Issuer Name and Ticker or Trading Symbol CHILDRENS PLACE RETAIL STORES INC [PLCE] | 5. If Amendment, Date of Original Filed (Month/Day/Year) |
| | | 4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) Sr. V.P., Chief Supply Officer | 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock, Par Value \$.10 | 38,700 | D | |

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

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|--|-----------------|---|--|--|---|
| | Date Exercisable | Expiration Date | | | | |
| Employee Stock Options (right to buy) ⁽¹⁾ | 11/08/2005 ⁽²⁾ | 11/07/2010 | Common Stock 9,789 | 19.03 | D | |
| Employee Stock Options (right to buy) ⁽³⁾ | 01/27/2006 ⁽³⁾ | 10/31/2011 | Common Stock 1,486 | 23.94 | D | |
| Employee Stock Options (right to buy) ⁽⁴⁾ | 01/27/2006 ⁽⁴⁾ | 10/31/2011 | Common Stock 1,657 | 23.94 | D | |
| Employee Stock Options (right to buy) ⁽⁵⁾ | 01/27/2006 ⁽⁵⁾ | 10/31/2013 | Common Stock 6,081 | 10.695 | D | |
| Employee Stock Options (right to buy) ⁽⁶⁾ | 01/27/2006 ⁽⁶⁾ | 12/04/2013 | Common Stock 9,008 | 25.625 | D | |
| Employee Stock Options (right to buy) ⁽⁷⁾ | 01/27/2006 ⁽⁷⁾ | 12/04/2013 | Common Stock 5,992 | 25.625 | D | |
| Employee Stock Options (right to buy) ⁽⁸⁾ | 01/27/2006 ⁽⁸⁾ | 11/02/2014 | Common Stock 6,410 | 31.2 | D | |
| Employee Stock Options (right to buy) ⁽⁹⁾ | 01/27/2006 ⁽⁹⁾ | 11/02/2014 | Common Stock 13,590 | 31.2 | D | |
| Employee Stock Options (right to buy) ⁽¹⁰⁾ | 01/27/2006 ⁽¹⁰⁾ | 04/28/2015 | Common Stock 55,000 | 37.655 | D | |

Explanation of Responses:

- Granted pursuant to one of the issuer's stock plans and qualified under Rule 16b-3.
- The options reported herein are fully exercisable and there are no transfer restrictions on any of the shares of common stock underlying the options.
- 743 of the shares of common stock received upon exercise of the option are freely transferable and 743 have transfer restrictions through September 18, 2006.
- 1,657 of the shares of common stock received upon exercise of the option have transfer restrictions through September 18, 2006.
- 1,281 of the shares of common stock received upon exercise of the option are freely transferable, 2,400 have transfer restrictions through September 18, 2006 and 2,400 have transfer restrictions through September 18, 2007.
- 2,206 of the shares of common stock received upon exercise of the option have transfer restrictions through September 18, 2006, 2,900 have transfer restrictions through September 18, 2007 and 3,902 have transfer restrictions through September 18, 2008.
- 2,794 of the shares of common stock received upon exercise of the option have transfer restrictions through September 18, 2006, 2,100 have transfer restrictions through September 18, 2007 and 1,098 have transfer restrictions through September 18, 2008.
- 2,410 of the shares of common stock received upon exercise of the option have transfer restrictions through September 18, 2008 and 4,000 have transfer restrictions through September 18, 2009.
- 4,000 of the shares of common stock received upon exercise of the option are freely transferable, 4,000 have transfer restrictions through September 18, 2006, 4,000 have transfer restrictions through September 18, 2007 and 1,590 have transfer restrictions through September 18, 2008.
- 13,750 of the shares of common stock received upon exercise of the option are freely transferable, 13,750 have transfer restrictions through April 30, 2007, 13,750 have transfer restrictions through April 30, 2008 and 13,750 have transfer restrictions through April 30, 2009.

Remarks:

Mark Rose (By Lenwood Ross as Attorney-in-Fact) 08/07/2006

** Signature of Reporting Person

Date

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

* If the form is filed by more than one reporting person, see Instruction 5 (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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.

LIMITED POWER OF ATTORNEY

BE IT KNOWN, that Mark Rose has made and appointed, and by these presents does make and appoint, Steven Balasiano, and Lenwood Ross, each of them acting individual

To sign any and all documents required by the Securities and Exchange Commission to ensure compliance with the rules and regulations thereof by me and by The Child

giving and granting said attorney full power and authority to do and perform all and every act and thing whatsoever necessary to be done in and about the specific ar

IN WITNESS WHEREOF, I have hereunto set my hand this 7th day of August, 2006.

Signed and delivered:

/s/ Mark Rose_____

Mark Rose