FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

Check this box if no longer subject to
Section 16. Form 4 or Form 5
obligations may continue. See
Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

Name and Address of Reporting Person* LIPSCHITZ LOUIS							2. Issuer Name and Ticker or Trading Symbol CHILDRENS PLACE RETAIL STORES INC [PLCE]									able) r	Perso	on(s) to Issi	vner
(Last) (First) (Middle) 915 SECAUCUS ROAD						3. Date of Earliest Transaction (Month/Day/Year) 05/09/2008									Officer below)	(give title		Other (s below)	specify
(Street) SECAUCUS NJ 07094					4. 1	4. If Amendment, Date of Original Filed (Month/Day/Year)									lividual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting				
(City)	(S	tate)	(Zip)												Person				
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																			
1. Title of Security (Instr. 3) 2. Transac Date (Month/Da						ear)	2A. Deemed Execution Date, if any (Month/Day/Yea		Cod	Transaction Disposed Code (Instr. 5)			ies Acquired (A) Of (D) (Instr. 3, 4		5. Amour Securitie Beneficia Owned F Reported	es For ally (D) Following (I)		: Direct Indirect str. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
									Cod	e V	Amount	Amount (A) or (D)		Price	Transact	saction(s) r. 3 and 4)			(111511. 4)
	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 D if any (Month/Day/	ate, T	I. Transa Code (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)			of So Undo Deri	7. Title and Amoun of Securities Underlying Derivative Securit (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number derivative Securities Beneficial Owned Following Reported Transactio (Instr. 4)	ly	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)
					Code	v	(A)	(D)	Date Exercis	able	Expiration Date	Title		Amount or Number of Shares					
Stock	\$29.05	05/09/2008			A		15,000		05/09/20	09 ⁽¹⁾	05/09/2018		nmon	15,000	\$0	15,000)	D	

Explanation of Responses:

1. 5,000 of the options granted vest on each of the first, second and thrid anniversaries of the date of grant.

/s/ Lenwood Ross, Attorney-in-Fact for Louis Lipschitz

05/13/2008

** 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 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).

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.