

E COM VENTURES INC
 Form 4
 April 28, 2006

FORM 4

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

OMB APPROVAL

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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 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 *
 LANCASTER JOEL

(Last) (First) (Middle)

PERFUMANIA, 251
 INTERNATIONAL PARKWAY

(Street)

SUNRISE, FL 33325

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
 E COM VENTURES INC [ECMV]

3. Date of Earliest Transaction
 (Month/Day/Year)
 04/27/2006

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)
 Vice President

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 Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount or Price | | |
| Common Stock | 04/27/2006 | 04/27/2006 | M | | 10,000 A \$ 13 | 10,000 | D |
| Common Stock | 04/27/2006 | 04/27/2006 | M | | 14,000 A \$ 8.24 | 24,000 | D |
| Common Stock | 04/27/2006 | 04/27/2006 | S | | 15,300 D \$ 21.39 | 8,700 | D |
| Common Stock | 04/27/2006 | 04/27/2006 | S | | 8,700 D \$ 21.28 | 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 (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 Security (Instr. 3 and 4) | |
|--|--|--------------------------------------|--|--------------------------------|--|--|-----------------|---|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Non-qualified stock option | \$ 13 | 04/27/2006 | 04/27/2006 | M | 5,000 | 12/27/2002 | 12/27/2009 | Common Stock | 5,000 |
| Non-qualified stock option | \$ 8.24 | 04/27/2006 | 04/27/2006 | M | 6,500 | 07/24/2003 | 07/24/2008 | Common Stock | 6,500 |
| Non-qualified stock option | \$ 8.24 | 04/27/2006 | 04/27/2006 | M | 7,500 | 01/30/2004 | 01/30/2014 | Common Stock | 7,500 |
| Non-qualified stock option | \$ 13 | 04/27/2006 | 04/27/2006 | M | 5,000 | 01/30/2004 | 01/30/2014 | Common Stock | 5,000 |

Reporting Owners

Reporting Owner Name / Address

Relationships

Director 10% Owner Officer Other

LANCASTER JOEL
PERFUMANIA
251 INTERNATIONAL PARKWAY
SUNRISE, FL 33325

Vice President

Signatures

/s/ Joel

Lancaster

04/28/2006

**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).

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

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