

AMERICAN APPAREL, INC  
Form SC 13G  
February 06, 2008

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SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

Under the Securities Exchange Act of 1934

SCHEDULE 13G

INFORMATION STATEMENT PURSUANT TO RULES 13d-1 AND 13d-2  
UNDER THE SECURITIES EXCHANGE ACT OF 1934

AMERICAN APPAREL, INC.  
(Name of Issuer)

Common Stock  
(Title of Class of Securities)

023850100  
(CUSIP Number)

December 31, 2007  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

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SCHEDULE 13G

CUSIP No. 023850100

Page 2 of 6 Pages

- 1) NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Gilder, Gagnon, Howe & Co. LLC  
13-3174112

- 2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (a)

(b)

- 3) SEC USE ONLY

- 4) CITIZENSHIP OR PLACE OF ORGANIZATION

New York

- 5) SOLE VOTING POWER

NUMBER OF SHARES

28,742

- 6) SHARED VOTING POWER

BENEFICIALLY OWNED BY

None

- 7) SOLE DISPOSITIVE POWER

EACH REPORTING PERSON

None

- 8) SHARED DISPOSITIVE POWER

WITH

1,001,428

- 9) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,001,428

- 10) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES

- 11) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

5.0%

- 12) TYPE OF REPORTING PERSON

BD

Schedule 13G

Item Name of Issuer:

1(a).

AMERICAN APPAREL, INC.1

Item 1(b). Address of Issuer's Principal Executive Offices:

747 Warehouse Street  
Los Angeles, CA 90021

Item 2(a). Name of Person Filing:

Gilder, Gagnon, Howe & Co. LLC

Item Address of Principal Business Office or, if None, Residence:

2(b).

1775 Broadway, 26th Floor  
New York, NY 10019

Item Citizenship:

2(c).

New York

Item Title of Class of Securities:

2(d).

Common Stock

Item CUSIP Number:

2(e).

023850100

Item 3. If this statement is filed pursuant to §§ 240.13d-1(b), or 240.13d-2(b) or (c), check whether the person filing is a:

(a)  Broker or Dealer Registered Under Section 15 of the Act (15 U.S.C. 78o)

(b)  Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c)

(c)  Insurance Company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c)

(d)  Investment Company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8)

(e)  Investment Adviser in accordance with § 240.13d-1(b)(1)(ii)(E)

(f)      "      Employee benefit plan or endowment fund in accordance with § 240.13d-1(b)(1)(ii)(F)

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1 AMERICAN APPAREL, INC. is the successor issuer by acquisition to Endeavor Acquisition Corp.

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- (g) " Parent Holding Company or control person in accordance with §240.13d-1(b)(ii)(G)
- (h) " Savings Association as defined in §3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813)
- (i) " Church plan that is excluded from the definition of an investment company under §3(c)(15) of the Investment Company Act of 1940 (15 U.S.C. 80a-3)
- (j) " Group, in accordance with §240.13d-1(b)(ii)(J)

Item 4. Ownership.

- (a) Amount beneficially owned: 1,001,428
- (b) Percent of class: 5.0%
- (c) Number of shares as to which such person has:
  - (i) Sole power to vote or to direct the vote: 28,742
  - (ii) Shared power to vote or to direct the vote: None
  - (iii) Sole power to dispose or to direct the disposition of: None
  - (iv) Shared power to dispose or to direct the disposition of: 1,001,428

The shares reported include 916,720 shares held in customer accounts over which partners and/or employees of the Reporting Person have discretionary authority to dispose of or direct the disposition of the shares, 55,966 shares held in accounts owned by the partners of the Reporting Person and their families, and 28,742 shares held in the account of the profit-sharing plan of the Reporting Person ("the Profit-Sharing Plan").

Item 5. Ownership of Five Percent or Less of a Class.

5.

Not applicable

Item 6. Ownership of More than Five Percent on Behalf of Another Person.

The owners of the accounts (including the Profit-Sharing Plan) in which the shares reported on this Schedule are held have the right to receive or the power to direct the receipt of dividends from, or the proceeds from the sale of, such securities.

Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company.

Not applicable

Item 8. Identification and Classification of Members of the Group.

Not applicable

Item 9. Notice of Dissolution of Group.

9.

Not applicable

Item 10. Certification.

10.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired in the ordinary course of business and were not acquired for the purpose of and do not have the effect of changing or influencing the control of the issuer of such securities and were not acquired in connection with or as a participant in any transaction having such purposes or effect.

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SIGNATURE

After reasonable inquiry and to the best knowledge and belief of the undersigned, the undersigned certifies that the information set forth in this Statement is true, complete and correct.

February 6, 2008  
Date

/s/ Walter Weadock  
Signature

Walter Weadock, Member  
Name/Title