

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 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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