# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

# FORM 8-K

## CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): May 25, 2016

# **DAVIDsTEA Inc.**

(Exact name of registrant as specified in its charter)

Canada

(State or other jurisdiction of incorporation)

**98-1048842** (I.R.S. Employer Identification Number)

001-37404

(Commission File Number)

5430 Ferrier, Mount-Royal, Québec, Canada (Address of principal executive offices)

H4P 1M2 (Zip Code)

(888) 873-0006

(Registrant's telephone number, including area code)

Not Applicable

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

o Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)

o Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)

o Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))

o Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

# Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On May 24, 2016, DAVIDsTEA Inc. (the "Company") announced that it appointed new hire Christine Bullen as Managing Director of U.S. Markets, effective May 24<sup>th</sup>.

## Item 7.01 Regulation FD Disclosure

A copy of the Company's press release relating to the foregoing announcement, dated May 24, 2016 is furnished as Exhibits 99.1 to this Form 8-K.

The information contained herein and in the accompanying exhibit shall not be deemed filed for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liability of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, except as shall be expressly set forth by specific reference in such a filing.

#### Item 9.01 Exhibits

(d) Exhibits.

Exhibit No.

Description

# SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

## DAVIDsTEA Inc.

By: /s/ Luis Borgen

Name: Luis Borgen Title: Chief Financial Officer

Date: May 25, 2016

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# EXHIBIT INDEX

Exhibit No.	Description
99.1	Press Release dated May 24, 2016
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#### DAVIDsTEA Inc. Appoints Managing Director for U.S. Market and Opens 200th Store in North America

MONTRÉAL, May 24, 2016/ (GLOBE NEWSWIRE) — DAVIDsTEA Inc. (NASDAQ:DTEA) (the "Company" or "DAVIDsTEA") announced today that Christine Bullen has been appointed as the Company's Managing Director of U.S. Markets, effective today, May 24<sup>th</sup>, 2016. Christine joins the Company after ten years with Swiss-based global leader in the premium chocolate segment, Lindt & Sprüngli, most recently leading the Direct-to-Consumer and Specialty channels for the U.S. Previously, Christine was responsible for sales and profitability of Lindt's national retail store and e-commerce channels, as well as seeking business development opportunities via other innovative direct channels. Prior to joining Lindt & Sprüngli, Christine held retail leadership roles with Elizabeth Arden Inc., Nine West Group Inc. and Nordstrom Inc., as well as with small high-growth brands such as *Laila Rowe*.

The Company is also pleased to announce the opening of its 200<sup>th</sup> North American store this coming weekend at Chicago Premium Outlets in Aurora, IL.

Garrison Corner in Calgary, AB, Erin Mills Town Centre in Mississauga, ON, MarketStreet Lynnfield in Lynnfield, MA, The Promenade Shops at Evergreen Walk in South Windsor, CT, and Alderwood Mall, WA also join the DAVIDsTEA store fleet featuring our full line of teas, gifts and accessories, including our all-in-one steep and sip Iced Tea Press. With the opening of these six new stores, the Company's store count will total 201 locations across North America.

"I am pleased to welcome Christine to the DAVIDsTEA team. Her background as a seasoned retail executive with substantial U.S. experience makes her a great fit for leading our U.S. market growth as we continue to expand our North American footprint," said Sylvain Toutant, President and Chief Executive Officer. "We are also very excited about the opening of our 200<sup>th</sup> store, which marks a milestone in DAVIDsTEA's growth. With our 42nd store opening in the U.S. and a growing and accretive e-commerce business, the U.S. remains an important driver for DAVIDsTEA's growth strategy."

## **DAVIDsTEA's New Locations**

**Chicago Premium Outlets** in Aurora, IL will mark the Company's 200<sup>th</sup> store opening. This outdoor lifestyle center houses over 140 retailers, and joins as DAVIDsTEA's seventh store in the state of Illinois.

Garrison Corner joins an existing network of nine locations to serve the Calgary, AB market. This mixed-use development center includes both retail and office space, and is located in the Garrison Woods community, situated in close proximity to Marda Loop.

**Erin Mills Town Centre** is located in the heart of Mississauga, ON. This two-level shopping centre is home to over 220 stores and caters to the suburban area of west Mississauga, Milton and Oakville. Erin Mills Town Centre joins as DAVIDsTEA's 30<sup>th</sup> store to open in the Greater Toronto Area.

**MarketStreet Lynnfield** represents the Company's eighth store to open in MA. Located in Lynnfield, this mixed retail development is Boston's North Shore's largest open air shopping center, housing over 80 shops and restaurants.

**The Promenade Shops at Evergreen Walk** is the third DAVIDsTEA store to open in the state of Connecticut. This outdoor lifestyle center features a mix of over 60 stores and restaurants, and caters to the South Windsor area.

Alderwood Mall is located in Lynwood, WA and is home to over 200 retailers. This new store joins as the Company's first to open in Washington State.

#### About DAVIDsTEA

DAVIDsTEA is a fast-growing retailer of specialty tea, offering a differentiated selection of proprietary loose-leaf teas, pre-packaged teas, tea sachets and tearelated gifts and accessories. As of May 24, 2016, the Company owned and operated 198 DAVIDsTEA stores throughout the United States and Canada. The Company is headquartered in Montréal, Canada.

Can't make it to a store? Shop around the clock at davidstea.com

For more information: Kelly McDougald, Corporate Communications Specialist k.mcdougald@davidstea.com 514.739.0006 x 231

