

**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): **September 9, 2015**

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:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- 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 September 9, 2015, DAVIDsTEA Inc. (the "Company") announced that it appointed new hire Isabelle Grisé as Chief Marketing and Merchandising Officer effective September 9th.

Item 7.01 Regulation FD Disclosure

A copy of the Company's press release relating to the foregoing announcement, dated September 9, 2015, is furnished as Exhibit 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.

Exhibit No. _____ **Description** _____

99.1 Press Release, dated September 9, 2015

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: September 9, 2015

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EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release dated September 9, 2015

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DAVIDsTEA Inc. Names Isabelle Grise Chief Marketing and Merchandising Officer

MONTREAL, CANADA. (September 9, 2015) — DAVIDsTEA Inc. (Nasdaq: DTEA) today announced that Isabelle Grise has joined the Company in the newly created position of Chief Marketing and Merchandising Officer, effective today. In this role, she will be responsible for the vision, leadership, strategic direction and implementation of DAVIDsTEA merchandising and marketing efforts, reporting to Sylvain Toutant, President and Chief Executive Officer.

Sylvain Toutant, President and Chief Executive Officer, stated, “We are excited to welcome Isabelle to our senior leadership team. Her marketing acumen and merchandising expertise will be valuable as we focus on our retail and e-commerce expansion strategies, drawing new customers to DAVIDsTEA and strengthening our connection with our existing customers. In addition, Isabelle’s discipline and focus on strategic processes will complement the skills of our talented and dynamic merchant team as we develop multi-channel go-to-market strategies to build our brand and customer loyalty.”

Ms. Grise joins DAVIDsTEA with over 25 years of experience working with retail operations and consumer brands in various management, planning and senior merchant roles. Recently, Ms. Grise was President and CEO of Fruits and Passion, a multi-national retailer previously owned by SC Johnson and sold to a division of South Korean conglomerate, LG Corp. Earlier in her career, Ms. Grise held multiple roles of increasing responsibility, including Senior Vice President in Merchandising and Marketing during her 17-year tenure with LaSenza, a retail division of L Brands.

About DAVIDsTEA Inc.

DAVIDsTEA is a fast-growing branded beverage company, offering a differentiated selection of proprietary loose-leaf teas, pre-packaged teas, tea sachets and tea-related gifts and accessories. As of August 1, 2015, the Company owned and operated 165 DAVIDsTEA stores throughout Canada and the United States. The Company is headquartered in Montréal, Canada.

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