

AMERICAN APPAREL, INC
 Form 3
 February 16, 2016

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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INITIAL STATEMENT OF 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 * | | | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol | |
| Â GOLDMAN SACHS ASSET MANAGEMENT, L.P. | | | (Month/Day/Year) | AMERICAN APPAREL, INC [N/A] | |
| (Last) | (First) | (Middle) | 02/05/2016 | | |
| 200 WEST STREET | | | 4. Relationship of Reporting Person(s) to Issuer | | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| (Street) | | | (Check all applicable) | | 6. Individual or Joint/Group Filing(Check Applicable Line) |
| NEW YORK,Â NYÂ 10282 | | | <input type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) | | <input type="checkbox"/> Form filed by One Reporting Person <input checked="" type="checkbox"/> Form filed by More than One Reporting Person |
| (City) | (State) | (Zip) | | | |

Table I - Non-Derivative Securities Beneficially Owned

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|------------------------------------|--|---|---|
| Units | 1,961,349 | I | See footnotes <u>(1)</u> <u>(2)</u> <u>(3)</u> <u>(4)</u> |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

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Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) Title | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---|---|---|--|---|--|
|---|---|---|--|---|--|

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| | | | |
|-------------|------------|-----------|-------------|
| Date | Expiration | Amount or | or Indirect |
| Exercisable | Date | Number of | (I) |
| | | Shares | (Instr. 5) |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|---------|-------|
| | Director | 10% Owner | Officer | Other |
| GOLDMAN SACHS ASSET MANAGEMENT, L.P. 200 WEST STREET NEW YORK, NY 10282 | Â | Â X | Â | Â |
| GS INVESTMENT STRATEGIES, LLC 200 WEST STREET NEW YORK, NY 10282 | Â | Â X | Â | Â |

Signatures

/s/ Yvette Kotic, 02/16/2016
 Attorney-in-fact
 **Signature of Reporting Person Date

/s/ Yvette Kotic, 02/16/2016
 Attorney-in-fact
 **Signature of Reporting Person Date

Explanation of Responses:

* If the form is filed by more than one reporting person, see Instruction 5(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).

This Form 3 is being filed on behalf of Goldman Sachs Asset Management (which is comprised of Goldman Sachs Asset Management, L.P., a Delaware limited partnership and GS Investment Strategies, LLC, a Delaware limited liability company) (collectively, the "Reporting Person").

(2) The Reporting Person or an affiliate is the investment manager of (i) Global Opportunities Offshore Ltd, a Cayman Islands corporation ("Global Offshore"), (ii) Goldman Sachs Trust - Goldman Sachs High Yield Floating Rate Fund, a Delaware Trust ("GS Trust"), (iii) Goldman Sachs Lux Investment Funds - Goldman Sachs High Yield Floating Rate Portfolio, a Luxembourg SICAV ("GS Lux HY"), (iii) Goldman Sachs Lux Investment Funds - Global Multi-Sector Credit Portfolio, a Luxembourg SICAV ("GS Lux CP") and (iv) Global Opportunities LLC, a Delaware limited liability company (together with Global Offshore, GS Trust, GS Lux HY, and GS Lux CP, the "GSAM Funds"), which in the aggregate own 1,961,349 units of American Apparel LLC (formerly American Apparel, Inc.) (the "Issuer") (continued in footnote 3)

(3) that they received pursuant to a Joint Plan of Reorganization of the Issuer and its affiliated co-debtors (the "Plan"), which represent 20.4% of the Units issued under the Plan. The GSAM Funds have the right to appoint one member to the board of directors of the Issuer as further described in the Plan. The Reporting Person, on behalf of the GSAM Funds, has waived such board appointment right and believes that it does not control the Issuer.

(4) For purposes of Rule 13d-3(a) and Rule 16a-1(a) only (and not for any other applicable purpose), GSAM may be deemed to beneficially own an aggregate of 1,961,349 Units, consisting of Units directly held by the GSAM Funds. The Reporting Person disclaims beneficial ownership of the securities reported herein except to the extent of its pecuniary interest therein, if any.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, See Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.