

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: March 24, 2004

Commission file number: **1-5256**

V. F. CORPORATION

(Exact name of registrant as specified in its charter)

Pennsylvania
(State or other jurisdiction of
incorporation or organization)

23-1180120
(I.R.S. employer
identification number)

105 Corporate Center Boulevard
Greensboro, North Carolina 27408
(Address of principal executive offices)

(336) 424-6000
(Registrant's telephone number, including area code)

TABLE OF CONTENTS

[ITEM 9 — Regulation FD Disclosure](#)

[SIGNATURES](#)

[EXHIBIT INDEX](#)

[PRESS RELEASE](#)

[Table of Contents](#)

ITEM 9 — Regulation FD Disclosure

The following information is furnished pursuant to Item 9, "Regulation FD Disclosure". On March 24, 2004, VF Corporation issued a press release setting forth a revised outlook of operating results for the first quarter of 2004. A copy of the press release is attached hereto as Exhibit (99.1) and hereby incorporated by reference.

99.1 Press release issued by VF Corporation on March 24, 2004.

SIGNATURES

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.

V.F. CORPORATION
(Registrant)

By: /s/ Robert K. Shearer
Robert K. Shearer
Vice President — Finance & Global Processes and Chief
Financial Officer
(Chief Financial Officer)

Date: March 24, 2004

EXHIBIT INDEX

EXHIBIT NUMBER	DESCRIPTION	SEQUENTIAL PAGE NUMBER
99.1	Press release issued by VF Corporation on March 24, 2004	5



FOR IMMEDIATE RELEASE

Contact: Cindy Knoebel
VP, Financial & Corporate
Communications
VF Services, Inc.
(212) 841-7141/(336) 424-6189

**VF UPDATES FIRST QUARTER GUIDANCE TO REFLECT
STRONGER THAN EXPECTED SALES AND EPS
Results to be Released April 27**

Greensboro, North Carolina – March 24, 2004 – VF Corporation (NYSE: VFC) today updated its first quarter guidance to reflect stronger than expected sales of its products at retail in most of its businesses. The Company now expects the sales increase in the quarter ending April 3, 2004 will be at the high end of its previous guidance of an 8 to 10% increase over prior year levels. The Company also expects earnings per share could increase by 5% versus its prior guidance that EPS would be flat with 2003 levels.

At the present time, the Company is not revising its guidance for the full year and will provide an update on its first quarter performance and full year outlook when it releases first quarter results on Tuesday, April 27.

Cautionary Statement on Forward-looking Statements

Certain statements included in this release are “forward-looking statements” within the meaning of the federal securities laws. Management cautions that forward-looking statements are not guarantees and that actual results could differ materially from those expressed or implied in the forward-looking statements. Important risk factors that could cause the actual results of operations or financial condition of the Company to differ include, but are not limited to, the overall level of consumer spending for apparel; changes in trends in the segments of the market in which the Company competes; competitive conditions in and financial strength of our customers and of our suppliers; actions of competitors, customers, suppliers and service providers that may impact the Company’s business; the availability of new acquisitions that increase shareholder value; our ability to successfully integrate and to achieve sales and earnings growth from new acquisitions; the Company’s ability to complete its planned divestitures; terrorist actions; and the impact of economic and political factors in the markets where the Company competes, such as recession or changes in interest rates, currency exchange rates, price levels, capital market valuations and other external economic and political factors over which the Company has no control. Investors are also directed to consider the risks and uncertainties discussed in documents filed by the Company with the Securities and Exchange Commission.

About the Company

VF Corporation is the world’s largest apparel company and a leader in jeanswear, intimate apparel, sportswear, workwear and daypacks. Its principal brands include *Lee*®, *Wrangler*®, *Riders*®, *Rustler*®, *Vanity Fair*®, *Vassarette*®, *Bestform*®, *Lily of France*®, *Nautica*®, *Earl Jean*®, *John Varvatos*®, *Healthtex*®, *JanSport*®, *Eastpak*®, *The North Face*®, *Lee Sport*® and *Red Kap*®.

VF Corporation’s press releases, annual report and other information can be accessed through the Company’s home page, www.vfc.com.

###