SIGNET JEWELERS LTD Form 6-K January 15, 2010

FORM 6-K

SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

Special Report of Foreign Issuer

Pursuant to Rule 13a - 16 or 15d - 16 of The Securities and Exchange Act of 1934

For the date of 15 January, 2010

SIGNET JEWELERS LIMITED

(Translation of registrant's name into English)

Clarendon House,

2 Church Street,

Hamilton HM11,

Bermuda

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover Form 20-F or Form 40F.

Form 20-F X Form 40-F

Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to

Rule 12g3-2(b) under the Securities Exchange Act of 1934.

Yes No X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b): 82-

NOTIFICATION OF TRANSACTIONS OF DIRECTORS, PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY OR CONNECTED PERSONS

This form is intended for use by an issuer to make a RIS notification required by DTR 3.1.4R(1). (1) An issuer making a notification in respect of a transaction relating to the shares or debentures of the issuer should complete boxes 1 to 16, 23 and 24. (2) An issuer making a notification in respect of a derivative relating to the of the issuer should complete boxes 1 to 4, 6, 8, 13, 14, 16, 23 and 24. (3) An issuer making a notification in respect of options granted to a director/person discharging managerial responsibilities should complete boxes 1 to 3 and 17 to 24. (4) An issuer making a notification in respect of a financial instrument relating to the shares of the issuer (other than a debenture) should complete boxes 1 to 4, 6, 8, 9, 11, 13, 14, 16, 23 and 24.

Please complete all relevant boxes in block capital letters.

1. Name of the

issuer

Signet

Jewelers

Limited

2. State whether the notification relates to (i) a transaction notified in accordance with

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T
R
3.1.
R; or
(ii
)
a disclosure made in accordance section 793 of the Companies Act (2006)
transaction notified in accordance with
D
T
R
3.1.
2
3. Name of
person discharging managerial responsibilities
Walker Gordon Boyd
4. State whether notification relates to a
person
connected with a
person discharging managerial responsibilities
director
named in 3 and identify the
connected person
5. Indicate whether the notification is in respect of a holding of the
person
referred to in 3 or 4 above or in respect of a non-beneficial interest
Notification is in respect of a holding of the person referred to in 3 above.
6. Description of
shares
(including
), debentures or derivatives or financial instruments relating to
shares
US $0.
18
cents
Common
shares.
7. Name of registered shareholders(s) and, if more than one, the number of
held by each of them
As in 3 above.
8 State the nature of the transaction
Sale
9. Number of
shares
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, debentures or financial instruments relating to
shares
acquired
10. Percentage of issued
class
acquired (
treasury shares
of that
class
should not be taken into account when calculating percentage)
11. Number of
shares
, debentures or financial instruments relating to
shares
disposed
28,425
12. Percentage of issued
class
disposed (
treasury shares
of that
class
should not be taken into account when calculating percentage)
0.033%
13. Price per
share
or value of transaction
£
17.04
14. Date and place of transaction
14 January 2010 - London
15. Total holding following notification and total percentage holding following notification (any
treasury shares
should not be taken into account when calculating percentage)
7,500
Common
shares
0.008%
16. Date issuer informed of transaction
14 January 2010
If a
person discharging managerial responsibilities
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has been granted options by the

issuer

5

complete the following boxes

15

END

January 2010

17. Date of grant
18. Period during which or date on which it can be exercised
19. Total amount paid (if any) for grant of the option
20. Description of shares or debentures involved (class and number)
- 21. Exercise price (if fixed at time of grant) or indication that price is to be fixed at the time of exercise - 22. Total number of <i>shares</i> or debentures over which options held following notification
23. Any additional information
24. Name of contact and telephone number for queries Mark Jenkins - 020 7317 970 6 Name and signature of duly authorised officer of
issuer responsible for making notification Mark Jenkins Date of notification

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, thereunto duly authorized.

SIGNET JEWELERS LIMITED

By: /s/ Walker Boyd

Name: Walker Boyd

Title: Group Finance Director

Date: 15 January, 2010