

New York & Company, Inc.
 Form 4
 June 23, 2011

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
 Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
 Expires: January 31, 2005
 Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN 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 *
 REINER ARTHUR E

(Last) (First) (Middle)

450 W. 33RD ST., 5TH FLOOR

(Street)

NEW YORK, NY 10001

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol

New York & Company, Inc. [NWY]

3. Date of Earliest Transaction (Month/Day/Year)

06/22/2011

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)

Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	06/22/2011		A	V 13,544 (1)	A \$ 0 113,544 (2)	D	
Common Stock					500	I	Arthur Reiner Revocable Trust (3)
Common Stock					4,750	I	Deborah Reiner 2003 Trust (4)
Common Stock					4,750	I	Melissa Greener 2003 Trust

(5)

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

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SEC 1474
(9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction (Instr. 6)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
REINER ARTHUR E 450 W. 33RD ST. 5TH FLOOR NEW YORK, NY 10001		X		

Signatures

Linda Gormezano, attorney in fact /s/ Linda Gormezano
Date: 06/23/2011

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(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).
- (1) On June 22, 2011, the reporting person was awarded restricted stock which vests on June 22, 2012.
- (2) Represents 71,429 shares of common stock, 28,571 shares of restricted stock which vest on August 18, 2011, and 13,544 shares of restricted stock which vest on June 22, 2012.
- (3) Represents common stock owned by the Arthur Reiner Revocable Trust. The Reporting Person disclaims beneficial ownership of the shares owned by the Arthur Reiner Revocable Trust, except to the extent of his pecuniary interest therein.

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- (4) Represents common stock owned by the Deborah Reiner 2003 Trust. The Reporting Person disclaims beneficial ownership of the shares owned by the Deborah Reiner 2003 Trust, except to the extent of his pecuniary interest therein.
- (5) Represents common stock owned by the Melissa Greener 2003 Trust. The Reporting Person disclaims beneficial ownership of the shares owned by the Melissa Greener 2003 Trust, except to the extent of his pecuniary interest therein.

Remarks:

Except as outlined above, the filing of this Form shall not be deemed an admission that the reporting person is the beneficial owner of the shares.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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