

Schreiber Ryan
Form 3
January 13, 2012

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 Schreiber Ryan		(Month/Day/Year)	New York & Company, Inc. [NWKY]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		01/13/2012		
450 WEST 33RD ST - 5TH FLR			(Check all applicable)	
(Street)			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other (give title below) (specify below) VP & General Counsel	
NEW YORK, Â NY Â 10001			6. Individual or Joint/Group Filing(Check Applicable Line)	
(City)	(State)	(Zip)	<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	

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)
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Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable Expiration Date	Title Amount or Number of Shares			

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Options to purchase common stock	Â (1)	04/15/2021	Common Stock	4,000	\$ 6.89	D	Â
Stock Appreciation Rights	Â (2)	04/01/2020	Common Stock	7,500	\$ 4.79	D	Â
Options to Purchase Common Stock	Â (3)	04/02/2017	Common Stock	1,561	\$ 3.28	D	Â
Options to Purchase Common Stock	Â (4)	03/15/2016	Common Stock	1,061	\$ 3.28	D	Â
Options to Purchase Common Stock	Â (5)	03/19/2018	Common Stock	6,000	\$ 4.74	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Schreiber Ryan 450 WEST 33RD ST - 5TH FLR NEW YORK, NY 10001	Â	Â	Â VP & General Counsel	Â

Signatures

Sheamus Toal, attorney in fact /s/ Sheamus Toal	01/13/2012
**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).
- (1) On April 15, 2011, the reporting person was awarded options to purchase common stock which are scheduled to cliff vest on April 15, 2014.
- (2) On April 1, 2010, the reporting person was awarded stock appreciation rights (SARs) which are scheduled to cliff vest on April 1, 2013.
- (3) On June 29, 2009, the reporting person was awarded options to purchase common stock which become exercisable on the following dates: 1,171 shares on June 29, 2011 and 390 shares on April 2, 2012.
- (4) On June 29, 2009, the reporting person was awarded options to purchase common stock which become exercisable on June 29, 2011.
On March 19, 2008, the reporting person was awarded options to purchase common stock which become exercisable in four annual
- (5) installments on the following dates: 1,500 shares on March 19, 2009; 1,500 shares on March 19, 2010; 1,500 shares on March 19, 2011; and 1,500 shares on March 19, 2012.

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.