

Bradley Faeth
 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 Bradley Faeth		(Month/Day/Year)	New York & Company, Inc. [NWy]	
(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 FLOOR			(Check all applicable)	
(Street)			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
NEW YORK, Â NY Â 10001			(give title below)	(specify below)
(City)	(State)	(Zip)	EVP, Human Resources	6. Individual or Joint/Group Filing(Check Applicable Line)
				<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)
Common Stock	100,000 ⁽¹⁾	D	Â

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)	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 Exercisable	Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)
Stock Appreciation Rights	Â (2)	12/27/2021	Common Stock	100,000 \$ 2.77		D Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Bradley Faeth 450 WEST 33RD ST - 5TH FLOOR NEW YORK, NY 10001	Â	Â	Â EVP, Human Resources	Â

Signatures

Sheamus Toal, attorney in fact /s/ Sheamus Toal
Date: 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 December 27, 2011, the reporting person was awarded 100,000 shares of restricted stock which are scheduled to vest in four annual installments on the following dates: 25,000 shares on December 27, 2012; 25,000 shares on December 27, 2013; 25,000 shares on December 27, 2014; and 25,000 shares on December 27, 2015.
- (2) On December 27, 2011, the reporting person was awarded stock appreciation rights (SARs) which are scheduled to vest in four annual installments on the following dates: 25,000 SARs on December 27, 2012; 25,000 SARs on December 27, 2013; 25,000 SARs on December 27, 2014; and 25,000 SARs on December 27, 2015.

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Remarks:

Except as outlined above, the filing of this Form shall not be deemed an admission that the Rep

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.