New York & Company, Inc.

Form 4 June 22, 2015

## FORM 4

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

OMB 3235-0287 Number:

**OMB APPROVAL** 

Check this box if no longer subject to Section 16.

#### STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

Expires: 2005 Estimated average burden hours per

response...

5. Relationship of Reporting Person(s) to

Issuer

January 31,

0.5

Form 4 or Form 5 obligations may continue. See Instruction

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

2. Issuer Name and Ticker or Trading

Symbol

1(b).

(Print or Type Responses)

REINER ARTHUR E

1. Name and Address of Reporting Person \*

			New York & Company, Inc. [NWY]			(Check all applicable)					
(Last) (First) (Middle)  330 W. 34TH STREET, 9TH FLOOR			3. Date of Earliest Transaction (Month/Day/Year) 06/18/2015					X Director Officer (gives below)	10% Owner		
				Amendment, Date Original d(Month/Day/Year)				6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person			
NEW YORK, NY 10001								Form filed by More than One Reporting Person			
(City)	(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned										
1.Title of Security (Instr. 3)	2. Transaction (Month/Day/Y	ear) Executi any	emed on Date, if /Day/Year)	3. Transactic Code (Instr. 8)		sposed	of (D)	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)	
Restricted Stock	06/18/2015			A	23,622 (1)	A	\$ 2.54	178,925 <u>(2)</u>	D		
Common Stock								500 (3)	I	Arthur Reiner Revocable Trust	
Common Stock								4,750 <u>(4)</u>	I	Deborah Reiner 2003 Trust	
Common Stock								4,750 <u>(5)</u>	I	Melissa Greener	

2003 Trust

(9-02)

9. Nu Deriv Secu Bene Own Follo Repo Trans (Insti

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

Persons who respond to the collection of SEC 1474 information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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)	4. Transacti Code (Instr. 8)	5. onNumber of Derivativ Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	<b>.</b>	ate	7. Titl Amou Under Secur (Instr.	int of rlying	8. Price of Derivative Security (Instr. 5)
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

# **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
REINER ARTHUR E 330 W. 34TH STREET 9TH FLOOR NEW YORK, NY 10001	X						

### **Signatures**

Linda Gormezano, attorney-in-fact /s/ Linda 06/22/2015 Gormezano

> \*\*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 18, 2015, the reporting person was awarded restricted stock which vests on June 1, 2016.
- (2) Includes 155,303 shares of common stock and 23,622 shares of restricted stock which vest on June 1, 2015.
- 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.

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.