

New York & Company, Inc.  
Form 4  
June 22, 2015

**FORM 4**

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

OMB APPROVAL

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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)

330 W. 34TH STREET, 9TH 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)  
06/18/2015

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)
Restricted Stock	06/18/2015		A	V Amount 23,622 (1)	(A) or (D) A \$ 2.54	D	
Common Stock					500 (3)	I	Arthur Reiner Revocable Trust
Common Stock					4,750 (4)	I	Deborah Reiner 2003 Trust
Common Stock					4,750 (5)	I	Melissa Greener



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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.

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