

Lynch Thomas Jerome  
Form 4  
August 24, 2009

# 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 \*  
Lynch Thomas Jerome

2. Issuer Name and Ticker or Trading Symbol  
FREDERICK'S OF HOLLYWOOD GROUP INC /NY/ [FOH]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)

3. Date of Earliest Transaction (Month/Day/Year)  
08/21/2009

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

C/O FREDERICK'S OF HOLLYWOOD GROUP INC., 1115 BROADWAY

(Street)

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

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

NEW YORK, NY US 10010

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

(City) (State) (Zip)

**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)	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 Ownership (Instr. 4)
			Code	V	Amount	(A) or (D) Price			
Common Stock	08/21/2009		P <sup>(1)</sup>		100	A	\$ 1.9	163,800	D
Common Stock	08/21/2009		P <sup>(1)</sup>		200	A	\$ 1.92	164,000	D
Common Stock	08/21/2009		P <sup>(1)</sup>		650	A	\$ 1.95	164,650	D
Common Stock	08/21/2009		P <sup>(1)</sup>		100	A	\$ 1.96	164,750	D
	08/21/2009		P <sup>(1)</sup>		1,150	A	\$ 1.99	165,900	D

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Common Stock								
Common Stock	08/24/2009	P <sup>(1)</sup>	100	A	\$ 1.8	166,000	D	
Common Stock	08/24/2009	P <sup>(1)</sup>	100	A	\$ 1.804	166,100	D	
Common Stock	08/24/2009	P <sup>(1)</sup>	100	A	\$ 1.82	166,200	D	
Common Stock	08/24/2009	P <sup>(1)</sup>	600	A	\$ 1.84	166,800	D	
Common Stock	08/24/2009	P <sup>(1)</sup>	300	A	\$ 1.86	167,100	D	
Common Stock	08/24/2009	P <sup>(1)</sup>	571	A	\$ 1.87	167,671	D	
Common Stock	08/24/2009	P <sup>(1)</sup>	229	A	\$ 1.88	167,900	D	
Common Stock	08/24/2009	P <sup>(1)</sup>	200	A	\$ 1.91	168,100	D	

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

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**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)
				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
Lynch Thomas Jerome C/O FREDERICK'S OF HOLLYWOOD GROUP INC. 1115 BROADWAY NEW YORK, NY US 10010	X		Chairman and CEO	

## Signatures

Thomas Jerome Lynch	08/24/2009
**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) Open market purchase pursuant to a 10b5-1 trading plan adopted by the Reporting Person in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934, as amended.

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.