

New York & Company, Inc.  
Form 8-K  
September 11, 2018

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**

WASHINGTON, DC 20549

**FORM 8-K**

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934**

Date of Report (Date of earliest event reported): **September 11, 2018**

**NEW YORK & COMPANY, INC.**

(Exact name of registrant as specified in its charter)

**DELAWARE**  
(State or other jurisdiction of  
incorporation)

**1-32315**  
(Commission File Number)

**33-1031445**  
(IRS Employer Identification No.)

**330 West 34th Street**  
**9th Floor**  
**New York, New York 10001**  
(Address of principal executive offices, including Zip Code)

**(212) 884-2000**  
(Registrant's telephone number, including area code)

**Not Applicable**

Edgar Filing: New York & Company, Inc. - Form 8-K

(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

**Item 7.01 Regulation FD Disclosure.**

On September 11, 2018, New York & Company, Inc. (the Company ) issued a press release announcing, among other things, the official launch of its corporate reinvention to a multibrand lifestyle platform.

The Company plans to share its rebranding and corporate reinvention strategy at its investor day being held tomorrow, Wednesday, September 12, 2018. Formal remarks will begin 9:00 am ET at Company headquarters. The presentation will also be webcast live at [www.nyandcompany.com](http://www.nyandcompany.com).

The press release is attached hereto as Exhibit 99.1 and is incorporated herein by reference.

**Item 9.01 Financial Statements and Exhibits.**

(d) Exhibit

<b>Exhibit No.</b>	<b>Description</b>
99.1	Press release issued on September 11, 2018

**EXHIBIT INDEX**

<b>Exhibit No.</b>		<b>Description</b>
99.1	<u>Press release issued on September 11, 2018</u>	

3

---

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**NEW YORK & COMPANY, INC.**

Date: September 11, 2018

Name:  
Title:

/s/ Sheamus Toal  
Sheamus Toal  
Executive Vice President and Chief Financial  
Officer