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COLE PET	ER G													
Form 4 March 24, 2	2009													
FORM	ЛЛ	STATES	SFCU	RITIFS	AND FY	СН	ANGE	COMMISSI	ON	OM OMB	IB APPF	ROVAL		
			ECURITIES AND EXCHANGE COMMISS Washington, D.C. 20549							er: 3	3235-0287			
Check this box if no longer subject to Section 16. Form 4 or Form 5 Filed pursuant to Section 16				SECUI	RITIES		Expires: January 3 200 Estimated average burden hours per response 0							
obligatio may cor <i>See</i> Inst 1(b).	ons Section 17((a) of the l	Public U		lding Co	mpai	ny Act	of 1935 or Sec						
(Print or Type	Responses)													
J				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)					. Date of Earliest Transaction					X Director 10% Owner				
HOLLYW	ERICK'S OF OOD GROUP IN AY, 11TH FLOO		(Month/) 03/20/2	Day/Year) 2009				X Officer (below)		itle below ive Chai	/)	becify		
				endment, D onth/Day/Yea		 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 								
NEW YOR	RK, NY US 10010)						Person	by Mo	re than O	ne Report	ing		
(City)	(State)	(Zip)	Tab	ole I - Non-	Derivativ	e Secu	irities A	cquired, Dispose	ed of,	or Bene	ficially C	wned		
1.Title of Security (Instr. 3)		ansaction Date 2A. Deemed hth/Day/Year) Execution Date, if any (Month/Day/Year)			on(A) or D (D) (Instr. 3,	ispose 4 and (A) or	d of 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	Forr Dire or Ir (I)	OwnershipIndirectForm:BeneficialDirect (D)Ownershipor Indirect(Instr. 4)		t cial ship		
Common Stock	03/20/2009			Code V $P(1)$	248	(D) A	Price \$ 0.31	312,015	D					
Common Stock	03/23/2009			P <u>(1)</u>	9,518	А	\$ 0.31	321,533	D					
Common Stock								50,000	I		Enhar	rmance acement ers, LLC		

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

Persons who respond to the collection of 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	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	cisable and	7. Title	e and	8. Price of	9. Nu
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	onNumber	Expiration Da	ate	Amour	nt of	Derivative	Deriv
Security	or Exercise		any	Code	of	(Month/Day/	Year)	Underl	ying	Security	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Derivativ	e		Securit	ties	(Instr. 5)	Bene
	Derivative				Securities	3		(Instr. 2	3 and 4)		Owne
	Security				Acquired						Follo
					(A) or						Repo
					Disposed						Trans
					of (D)						(Instr
					(Instr. 3,						
					4, and 5)						
									Amount		
						Date Exercisable	Expiration Date	Title	or Number of		
				Code V	(A) (D)			;	Shares		

Reporting Owners

Reporting Owner Name / Address		Relationships						
	Director 10% Owner		Officer	Other				
COLE PETER G C/O FREDERICK'S OF HOLLYWOOD GROUP INC. 1115 BROADWAY, 11TH FLOOR NEW YORK, NY US 10010	Х		Executive Chairman					

Signatures

<u>**</u>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 Exchange Act.
- (2) The Reporting Person is the sole member of Performance Enhancement Partners, LLC.

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.