Rende Thomas Form 4 January 13, 2012

FORM 4

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

Check this box subject to

if no longer

Section 16. Form 4 or Form 5 obligations may continue. See Instruction 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

2. Issuer Name and Ticker or Trading

FREDERICK'S OF HOLLYWOOD

1(b).

(Last)

(City)

(Print or Type Responses)

1. Name and Address of Reporting Person *

Rende Thomas

(First) (Middle)

(Month/Day/Year) 01/11/2012

Symbol

HOLLYWOOD GROUP INC., 6255 W. SUNSET BLVD.

C/O FREDERICK"S OF

(Street)

(State)

01/11/2012

Filed(Month/Day/Year)

4. If Amendment, Date Original

GROUP INC /NY/ [FOH]

3. Date of Earliest Transaction

5. Relationship of Reporting Person(s) to

OMB

Number:

Expires:

response...

Estimated average

burden hours per

OMB APPROVAL

3235-0287

January 31,

2005

0.5

Issuer

(Check all applicable)

Director 10% Owner

X_ Officer (give title Other (specify below)

Chief Financial Officer

6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person

Form filed by More than One Reporting

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

HOLLYWOOD, CA US 90028

1.Title of 2. Transaction Date 2A. Deemed Security (Month/Day/Year) (Instr. 3)

Execution Date, if (Month/Day/Year)

(Zip)

3. Code

Transaction(A) or Disposed of (D) (Instr. 8) (Instr. 3, 4 and 5)

4. Securities Acquired 5. Amount of

Securities Beneficially Owned Following Reported

(D) or Indirect (I) (Instr. 4)

D

Ι

Form: Direct Indirect Beneficial Ownership (Instr. 4)

6. Ownership 7. Nature of

(A) Transaction(s) (Instr. 3 and 4) Price

Code V (D) Amount 16,500 \$0 Α 290,320

(1) Stock

Common Stock

Common

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.

1,650

SEC 1474 (9-02)

By spouse

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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. Transactic Code (Instr. 8)	5. Number of or Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisab Expiration Date (Month/Day/Year		7. Title and Amoun Underlying Securiti (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Share
Stock Option (Right to Buy)	\$ 0.4	01/11/2012		A	38,500	01/11/2012(2)	01/10/2022	Common Stock	38,500

Reporting Owners

Reporting Owner Name / Address	Relationships					
FS	Director	10% Owner	Officer	Other		
Rende Thomas C/O FREDERICK"S OF HOLLYWOOD GROUP INC. 6255 W. SUNSET BLVD. HOLLYWOOD, CA US 90028			Chief Financial Officer			

Signatures

Thomas Rende 01/12/2012

**Signature of Person Date

Reporting Person

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) Represents shares of restricted stock, 5,500 of which will vest on each of January 11, 2012, 2013 and 2014, provided that the Reporting Person is employed by the Issuer on each such date.
- (2) 12,833 shares are exercisable on each of January 11, 2012 and 2013 and 12,834 shares are exercisable on January 11, 2014.

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.

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