

FREDERICK'S OF HOLLYWOOD GROUP INC /NY/
Form NT 10-Q
March 13, 2013

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0058

Expires: August 31, 2015

Estimated average burden

Hours per form J.50

SEC FILE NUMBER

001-05893

CUSIP NUMBER

FORM 12b-25

624591103

NOTIFICATION OF LATE FILING

(Check One): Form 10-K Form 20-F Form 11-K Form 10-Q Form 10-D Form N-SAR Form N-CSR

For Period Ended: January 26, 2013

Transition Report on Form 10-K

Transition Report on Form 20-F

Transition Report on Form 11-K

• Transition Report on Form 10-Q
• Transition Report on Form N-SAR

For the Transition Period Ended: _____

Read Instructions (on back page) Before Preparing Form. Please Print or Type.

Nothing in this form shall be construed to imply that the Commission has verified any information contained herein.

If the notification relates to a portion of the filing checked above, identify the Item(s) to which the notification relates:
N/A

PART I – REGISTRANT INFORMATION

FREDERICK'S OF HOLLYWOOD GROUP INC.

Full Name of Registrant

N/A

Former Name if Applicable

6255 Sunset Boulevard

Address of Principal Executive Office (*Street and Number*)

Hollywood, CA 90028

City, State and Zip Code

PART II – RULES 12b-25 (b) AND (c)

If the subject report could not be filed without unreasonable effort or expense and the registrant seeks relief pursuant to Rule 12b-25(b), the following should be completed. (Check box if appropriate)

- (a) The reasons described in reasonable detail in Part III of this form could not be eliminated without unreasonable effort or expense;
The subject annual report, semi-annual report, transition report on Form 10-K, Form 20-F, Form 11-K, Form N-SAR or Form-CSR, or portion thereof, will be filed on or before the fifteenth calendar day following the
- (b) prescribed due date; or the subject quarterly report or transition report on Form 10-Q or subject distribution report on Form 10-D, or portion thereof, will be filed on or before the fifth calendar day following the prescribed due date; and
- (c) The accountant's statement or other exhibit required by Rule 12b-25(c) has been attached if applicable.

PART III – NARRATIVE

State below in reasonable detail the reasons why the Forms 10-K, 20-F, 11-K, 10-Q, 10-D, N-SAR, N-CSR, or the transition report or portion thereof, could not be filed within the prescribed time period. (Attach extra sheets if needed)

The Company has limited staff involved in financial statement management and reporting and was unable to complete the Company's Quarterly Report on Form 10-Q for the period ended January 26, 2013 in time without unreasonable effort and expense. In accordance with Rule 12b-25 under the Securities Exchange Act of 1934, the Company anticipates filing its Form 10-Q no later than five calendar days following the prescribed due date.

PART IV – OTHER INFORMATION

(1) Name and telephone number of person to contact in regard to this notification

Thomas Rende (323) 466-5151
(Name) (Area Code) (Telephone Number)

(2) Have all other periodic reports required under Section 13 or 15(d) of the Securities Exchange Act of 1934 or Section 30 of the Investment Company Act of 1940 during the preceding 12 months or for such shorter period that the registrant was required to file such report(s) been filed? If answer is no, identify report(s). x Yes " No

(3) Is it anticipated that any significant change in results of operations from the corresponding period for the last fiscal year will be reflected by the earnings statements to be included in the subject report or portion thereof? x Yes " No

If so, attach an explanation of the anticipated change, both narratively and quantitatively, and, if appropriate, state the reasons why a reasonable estimate of the results cannot be made.

It is anticipated that the Form 10-Q will reflect the following changes in results of operations from the corresponding period for the last fiscal year:

The Company expects to record net sales of approximately \$24.3 million and \$46.7 million for the three and six months ended January 26, 2013, respectively, compared to net sales of approximately \$32.5 million and \$60.9 million for the three and six months ended January 28, 2012, respectively. The Company expects to record a net loss applicable to common shareholders of approximately \$10.0 million and \$15.2 million for the three and six months ended January 26, 2013, respectively, compared to a net loss of approximately \$3.5 million and \$5.9 million for the three and six months ended January 28, 2012, respectively.

FREDERICK'S OF HOLLYWOOD GROUP INC.

(Name of Registrant as Specified in Charter)

has caused this notification to be signed on its behalf by the undersigned hereunto duly authorized.

Date: March 13, 2013 By: /s/ Thomas Rende
Thomas Rende, Chief Financial Officer

INSTRUCTION: The form may be signed by an executive officer of the registrant or by any other duly authorized representative. The name and title of the person signing the form shall be typed or printed beneath the signature. If the statement is signed on behalf of the registrant by an authorized representative (other than an executive officer), evidence of the representative's authority to sign on behalf of the registrant shall be filed with the form.

ATTENTION

Intentional misstatements or omissions of fact constitute Federal Criminal Violations (See 18 U.S.C. 1001).