

Can Megan Fox bring back Frederick’s of Hollywood?



[Order Reprints](#) [Gift this Article](#)



Actress Megan Fox will be the new face of, and a partner in Frederick's of Hollywood, as the brand is reintroduced by its new owner, Authentic Brands Group.
JOE SCARNICI/GETTY IMAGES



By [Teresa Novellino](#) – Entrepreneurs & Enterprises Editor, Upstart Business Journal, New York Business Journal
Sep 21, 2016

Bought out of bankruptcy by Authentic Brands Group, the lingerie brand Frederick’s of Hollywood is partnering with actress Megan Fox to revive and reintroduce the brand.

CREATE YOUR FREE ACCOUNT

BECOME A MEMBER

Join the New York Business Journal to unlock even more insights!

⚠ This field is required

[Join Now](#)

[Sign-in](#) | [Premium Memberships](#)


By submitting your information you are agreeing to our [Privacy Policy](#) and [User Agreement](#) (including the class action waiver and arbitration provisions) and consent to the handling of your information in accordance with those terms.


RELATED ARTICLES


- [Katy Perry deal with Global Brands Group goes beyond shoes](#)
- [New Frederick's of Hollywood's owner to make it mainstream](#)

RECOMMENDED

- RESIDENTIAL REAL ESTATE**
Phillips Seafood family mansion sells after 13 years


- RESIDENTIAL REAL ESTATE**
Auto dealership owner buys Fort Lauderdale mansion for \$26M (Photos)


- COMMERCIAL REAL ESTATE**
Raising Cane's to open first restaurant in Hillsborough County



PAID LISTINGS

Latest Listings

PROPERTY SHOWCASE



2

PROPERTY SHOWCASE



13

[More >](#)