

Mail Stop 3561

October 5, 2009

Christopher W. Vieth, Executive Vice President,  
Chief Operating Officer and Chief Financial Officer  
Maidenform Brands, Inc.  
485F US Hwy 1 South  
Iselin, NJ 08830

**Re: Maidenform Brands, Inc.**  
**Form 10-K for the Fiscal Year Ended January 3, 2009**  
**Filed March 11, 2009**  
**File No. 001-32568**

Dear Mr. Vieth:

We have completed our review of the above-referenced filing and have no further comments at this time.

Sincerely,

H. Christopher Owings  
Assistant Director