

September 3, 2021

Ben Kohn  
Chief Executive Officer  
PLBY Group, Inc.  
10960 Wilshire Blvd., Suite 2200  
Los Angeles, CA 90024

Re: PLBY Group, Inc.  
Registration

Statement on Form S-1

Filed August 31,

2021

File No. 333-259213

Dear Mr. Kohn:

This is to advise you that we have not reviewed and will not review your registration statement.

Please refer to Rules 460 and 461 regarding requests for acceleration. We remind you that the company and its management are responsible for the accuracy and adequacy of their disclosures, notwithstanding any review, comments, action or absence of action by the staff.

Please contact Cara

Wirth at (202) 551-7127 with any questions.

Sincerely,

Division of Corporation Finance

Office of Trade & Services

cc:

P. Michelle Gasaway,

Esq.