

June 7, 2021

**VIA EDGAR TRANSMISSION**

United States Securities and Exchange Commission  
Division of Corporation Finance  
100 F Street, N.E.  
Washington, D.C. 20549-0405

Attn: Cara Wirth  
Division of Corporation Finance  
Office of Trade & Services

**Re: PLBY Group, Inc.**  
**Registration Statement on Form S-1 (Registration No. 333-256855)**  
**Request for Acceleration of Effective Date**

Ladies and Gentlemen:

In accordance with Rule 461 under the Securities Act of 1933, as amended (the “Act”), Canaccord Genuity LLC and Stifel, Nicolaus & Company, Incorporated, as representatives of the several underwriters, hereby joins PLBY Group, Inc. in requesting that the Securities and Exchange Commission (the “Commission”) take appropriate action to cause the Registration Statement on Form S-1 (File No. 333-256855) (the “Registration Statement”) to become effective on June 9, 2021 at 4:30 p.m., Eastern Time, or as soon as practicable thereafter.

Pursuant to Rule 460 under the Act, please be advised that we will take reasonable steps to secure adequate distribution of the preliminary prospectus to underwriters, dealers, institutions and others prior to the requested effective time of the Registration Statement.

We have been informed by the participating underwriters that they will comply with the requirements of Rule 15c2-8 under the Securities Exchange Act of 1934, as amended, to the extent applicable.

Very truly yours,

**CANACCORD GENUITY LLC**

By: /s/ Jennifer Pardi

Name: Jennifer Pardi

Title: Managing Director

**STIFEL, NICOLAUS & COMPANY, INCORPORATED**

By: /s/ Craig DeDomenico

Name: Craig DeDomenico

Title: Managing Director

cc: Ben Kohn, Chief Executive Officer, PLBY Group, Inc.  
W. Stuart Ogg, Esq., Jones Day  
Ben A. Stacke, Esq., Faegre Drinker Biddle & Reath LLP

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