

BLUEFLY INC  
Form NT 10-K  
April 02, 2012

|                                   |   |                  |
|-----------------------------------|---|------------------|
| UNITED STATES                     | OMB APPROVAL                                |                  |
| SECURITIES AND EXCHANGE COMMISSIO | OMB Number:                                 | 3235-0058        |
| Washington, D.C. 20549            | Expires:                                    | June 30,<br>2012 |
|                                   | Estimated average burden hours per response | 2.50             |
| FORM 12b-25                       | SEC FILE NUMBER                             |                  |
|                                   | <b>001-14498</b>                            |                  |
| NOTIFICATION OF LATE FILING       | CUSIP NUMBER                                |                  |
|                                   | <b>096227</b>                               |                  |

(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: December 31,  
2011

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:

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*Read Instruction (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:

**PART I — REGISTRANT INFORMATION**

*Bluefly, Inc.*

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Full Name of Registrant

*Not Applicable*

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Former Name if Applicable

*42 West 39<sup>th</sup> Street, 9<sup>th</sup> Floor*

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

*New York, NY 10018*

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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 reason 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 N-CSR, or portion thereof, will be filed on or before the fifteenth calendar day following the 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
- (b)

- (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 why 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.

*Bluefly, Inc. (the "Company") could not file its annual report on Form 10-K for the year ended December 31, 2011 within the prescribed time period without unreasonable effort and expense because it needs additional time to finalize year-end adjustments to its financial statements. In accordance with Rule 12b-25 of the Securities Exchange Act of 1934, the Company will file its Form 10-K not later than the fifteenth calendar day following the prescribed due date.*

(Attach extra Sheets if Needed)

**PART IV — OTHER INFORMATION**

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

\_\_\_\_\_ Joseph C. Park \_\_\_\_\_ (212) \_\_\_\_\_ 944-8000 \_\_\_\_\_  
(Name) (Area Code) (Telephone Number)

Have all other periodic reports required under Section 13 or 15(d) of the Securities Exchange Act of 1934 or (2) 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). Yes x No o

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

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.

*We expect our net loss for the year ended December 31, 2011 to be between \$10 million and \$11 million.*

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Bluefly, 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 04/02/2012 By: /s/ Joseph C. Park  
Joseph C. Park

Chief Executive Officer

**ATTENTION**

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