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BLUEFLY INC
Form S-8 POS
July 16, 2001

As filed with the Securities and Exchange Commission on July 16, 2001
Registration No. 333-76079

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

POST EFFECTIVE AMENDMENT NO. 3
TO
FORM S-8
REGISTRATION STATEMENT UNDER THE SECURITIES ACT OF 1933

BLUEFLY, INC.
(Exact name of registrant as specified in its charter)

DELAWARE
(State or other jurisdiction
of incorporation or
organization)

13-3612110
(I.R.S. Employer
Identification No.)

42 WEST 39TH STREET
NEW YORK, NEW YORK
(Address of Principal
Executive Offices)

10018
(Zip Code)

BLUEFLY, INC. 1997 STOCK OPTION PLAN
(Full title of the plan)

E. KENNETH SEIFF
PRESIDENT AND CHIEF EXECUTIVE OFFICER
BLUEFLY, INC.
42 WEST 39TH STREET
NEW YORK, NEW YORK 10018
(212) 944-8000

RICHARD A. GOLDBERG, ESQ.
SWIDLER BERLIN SHEREFF FRIEDMAN, LLP
405 LEXINGTON AVENUE
NEW YORK, NEW YORK 10174
(212) 973-0111

(Name, address and telephone number, including area code, of agents for service)

CALCULATION OF REGISTRATION FEE

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| TITLE OF SECURITIES TO BE REGISTERED | AMOUNT TO BE REGISTERED | PROPOSED MAXIMUM OFFERING PRICE PER SHARE | PROPOSED MAXIMUM AGGREGATE OFFERING PRICE |
|--|----------------------------|---|---|
| Common Stock, par value \$.01 per share | N/A | N/A | N/A |

EXPLANATORY NOTES

This Amendment No.3 to Registration Statement on Form S-8 is being filed to amend the Registration Statement on Form S-8 (as amended to date, the "Registration Statement") (File No. 333-76079) filed with the Securities and Exchange Commission on April 12, 1999, by filing as an exhibit thereto the consent of the Registrant's independent auditors to the filing with the Registrant's Annual Report on Form 10-K for the year ended December 31, 2000 of the independent auditor's report on the Registrant's financial statements for the year ended December 31, 2000. The contents of the Registration Statement are incorporated herein by reference.

PART II

INFORMATION REQUIRED IN THE REGISTRATION STATEMENT

Item 8. Exhibits.

Item 8 of the Registration Statement is hereby amended and restated in its entirety as follows:

The following exhibits are filed as part of this Registration Statement:

| Exhibit Number. | Description. |
|-----------------|---|
| 4.1* | Bluefly, Inc. 1997 Stock Option Plan, as amended to date (incorporated by reference to Exhibit 10.2 to the Registrant's Annual Report on Form 10-KSB for the fiscal year ended December 31, 1999 (File No. 333-22895)). |
| 5.1* | Opinion of Swidler Berlin Shereff Friedman, LLP. |
| 23.1* | Consent of Pricewaterhouse Coopers LLP |
| 23.2* | Consent of Swidler Berlin Shereff Friedman, LLP (contained in Exhibit 5.1). |
| 23.3 | Consent of Pricewaterhouse Coopers, LLP |

*Previously filed

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SIGNATURES

Pursuant to the requirements of the Securities Act of 1933, the Registrant certifies that it has reasonable grounds to believe that it meets all of the requirements for filing on Form S-8 and has duly caused this Amendment No. 3 to Registration Statement to be signed on its behalf by the undersigned, thereunto duly authorized, in the City of New York, State of New York on this 16th day of July, 2001.

BLUEFLY, INC.

By: /s/ E. Kenneth Seiff

E. Kenneth Seiff
President, Chief Executive Officer and Director

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EXHIBIT INDEX

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