

BLUEFLY INC
Form NT 10-K
April 02, 2012

UNITED STATES	OMB APPROVAL	
	OMB Number:	3235-0058
SECURITIES AND EXCHANGE COMMISSIO	Expires:	June 30,
Washington, D.C. 20549	Estimated average burden hours per response	2012 2.50

FORM 12b-25

SEC FILE NUMBER

001-14498

NOTIFICATION OF LATE FILING

CUSIP NUMBER

096227

(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:

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.

Full Name of Registrant

Not Applicable

Former Name if Applicable

42 West 39th Street, 9th Floor

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

New York, NY 10018

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.

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

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).