

BLUEFLY INC
Form 8-K
January 16, 2013

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF

THE SECURITIES EXCHANGE ACT OF 1934

Date of report (Date of earliest event reported): January 16, 2013

BLUEFLY, INC.

(Exact name of registrant as specified in its charter)

| | | |
|------------------------------|------------------|----------------|
| Delaware | 001-14498 | 13-3612110 |
| (State or other jurisdiction | (Commission file | (I.R.S. |
| of incorporation) | number) | Employer |
| | | Identification |
| | | No.) |

42 West 39th Street, New York, New York 10018

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code: **(212) 944-8000**

N/A

(Former name or former address, if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

ITEM 7.01 REGULATION FD DISCLOSURE.

On January 16, 2013, Bluefly, Inc. (the “Company”), issued a press release (the “Press Release”) announcing that Joseph Park, the Company’s Chief Executive Officer, will be presenting a company overview to participants at the 15th Annual Needham Growth Conference (the “Conference”) on January 17, 2013. The Conference will take place from January 15, 2013 to January 17, 2013 at the New York Palace Hotel. The Press Release and presentation materials are available at the Company’s website www.bluefly.com. Further details are contained in the Press Release and the presentation materials, which are attached hereto as Exhibit’s 99.1 and 99.2, respectively, and are incorporated herein by reference.

The information contained in this Current Report on Form 8-K and Exhibit’s 99.1 and 99.2 attached hereto shall not be deemed to be “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, or otherwise subject to the liabilities of that section. Such information will not be incorporated by reference into any registration statement filed by the Company under the Securities Act of 1933, as amended, unless specifically identified therein as being incorporated by reference.

ITEM 9.01. FINANCIAL STATEMENTS AND EXHIBITS.

(d) Exhibits

| Exhibit No. | Description |
|-------------|-------------|
|-------------|-------------|

| | |
|------|---------------------------------------|
| 99.1 | Press Release dated January 16, 2013. |
|------|---------------------------------------|

| | |
|------|---|
| 99.2 | Presentation materials for the 15 th Annual Needham Growth Conference. |
|------|---|

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

BLUEFLY, INC.
(Registrant)

Date: January 16, 2013 By: /s/ James Gallagher
Name: James Gallagher
Title: Chief Financial Officer