

BLUEFLY INC
Form 4
June 03, 2005

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
SEIFF E KENNETH

(Last) (First) (Middle)

**C/O PIVOT RULES INC, 42 WEST
39TH STREET**

(Street)

NEW YORK, NY 10018

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
BLUEFLY INC [BFLY]

3. Date of Earliest Transaction
(Month/Day/Year)
06/02/2005

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
				Code	V Amount or Price (A) or (D)			
Common Stock	06/02/2005		M		45,700	\$ 0.98	45,700	D
Common Stock	06/02/2005		S		11,800	\$ 1.66	33,900	D
Common Stock	06/02/2005		S		1,300	\$ 1.67	32,600	D
Common Stock	06/02/2005		S		8,400	\$ 1.68	24,200	D
Common Stock	06/02/2005		S		300	\$ 1.69	23,900	D

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Common Stock	06/02/2005	S	13,900	D	\$ 1.7	10,000	D
Common Stock	06/02/2005	S	100	D	\$ 1.71	9,900	D
Common Stock	06/02/2005	S	700	D	\$ 1.72	9,200	D
Common Stock	06/02/2005	S	400	D	\$ 1.73	8,800	D
Common Stock	06/02/2005	S	6,400	D	\$ 1.75	2,400	D
Common Stock	06/02/2005	S	1,200	D	\$ 1.76	1,200	D
Common Stock	06/02/2005	S	1,200	D	\$ 1.77	0	D
Common Stock	06/03/2005	M	24,000	A	\$ 0.98	24,000	D
Common Stock	06/03/2005	S	5,000	D	\$ 1.73	19,000	D
Common Stock	06/03/2005	S	10,265	D	\$ 1.75	8,735	D
Common Stock	06/03/2005	S	1,185	D	\$ 1.76	7,550	D
Common Stock	06/03/2005	S	1,300	D	\$ 1.77	6,250	D
Common Stock	06/03/2005	S	1,250	D	\$ 1.78	5,000	D
Common Stock	06/03/2005	S	5,000	D	\$ 1.8	0	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4,	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. D S (I
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and 5)

	Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares		
Option (Right to Buy)			\$ 0.98	06/02/2005	M	45,700	(1)	01/27/2013	Common Stock	45,700
Option (Right to Buy)			\$ 0.98	06/03/2005	M	24,000	(1)	01/27/2013	Common Stock	24,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
SEIFF E KENNETH C/O PIVOT RULES INC 42 WEST 39TH STREET NEW YORK, NY 10018		X		

Signatures

E. Kenneth Seiff 06/03/2005
 **Signature of Date
 Reporting Person

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Fully Vested
- (2) Not Applicable

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.