

Edgar Filing: BLUEFLY INC - Form SC 13D/A

BLUEFLY INC  
Form SC 13D/A  
December 31, 2002

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

SCHEDULE 13D

Under the Securities Exchange Act of 1934  
(Amendment No. 16)\*

BLUEFLY, INC.

-----  
(Name of Issuer)

Common Stock, Par Value \$0.01 Per Share

-----  
(Title of Class of Securities)

096227103

-----  
(CUSIP Number)

Stephen M. Vine, Esq.  
Akin Gump Strauss Hauer & Feld LLP  
590 Madison Avenue  
New York, New York 10022  
(212) 872-1000

-----  
(Name, Address and Telephone Number of Person  
Authorized to Receive Notices and Communications)

December 27, 2002

-----  
(Date of Event which Requires Filing  
of this Statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition that is the subject of this Schedule 13D, and is filing this schedule because of ss.ss.240.13d-1(e), 240.13d-1(f) or 240.13d-1(g), check the following box | |.

Note: Schedules filed in paper format shall include a signed original and five copies of the schedule, including all exhibits. See ss.240.13d-7 for other parties to whom copies are to be sent.

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).



Edgar Filing: BLUEFLY INC - Form SC 13D/A

14 Type of Reporting Person (See Instructions)

OO; IV

-----  
\*\* See Item 6 of Amendment No. 14 to Schedule 13D.

SCHEDULE 13D

CUSIP No. 096227103

Page 3 of 11 Pages

1 Names of Reporting Persons  
I.R.S. Identification Nos. of above persons (entities only).

QIH MANAGEMENT INVESTOR, L.P.

2 Check the Appropriate Box if a Member of a Group (See Instructions)

a.

b.

3 SEC Use Only

4 Source of Funds (See Instructions)

Not Applicable

5 Check if Disclosure of Legal Proceedings Is Required Pursuant to  
Items 2(d) or 2(e)

6 Citizenship or Place of Organization

Delaware

	7	Sole Voting Power
Number of		34,778,119
Shares		
Beneficially	8	Shared Voting Power
Owned By		0
Each		
Reporting	9	Sole Dispositive Power
Person		34,778,119
With		
	10	Shared Dispositive Power
		0

11 Aggregate Amount Beneficially Owned by Each Reporting Person

34,778,119\*\*

12 Check if the Aggregate Amount in Row (11) Excludes Certain Shares  
(See Instructions)

13 Percent of Class Represented By Amount in Row (11)

87.2%

Edgar Filing: BLUEFLY INC - Form SC 13D/A

14 Type of Reporting Person (See Instructions)

PN; IA

-----  
\*\* See Item 6 of Amendment No. 14 to Schedule 13D.

SCHEDULE 13D

CUSIP No. 096227103

Page 4 of 11 Pages

1 Names of Reporting Persons  
I.R.S. Identification Nos. of above persons (entities only).

QIH MANAGEMENT, INC.

2 Check the Appropriate Box if a Member of a Group (See Instructions)

a. | |

b. |X|

3 SEC Use Only

4 Source of Funds (See Instructions)

Not Applicable

5 Check if Disclosure of Legal Proceedings Is Required Pursuant to  
Items 2(d) or 2(e)

| |

6 Citizenship or Place of Organization

Delaware

	7	Sole Voting Power
Number of		34,778,119
Shares		
Beneficially	8	Shared Voting Power
Owned By		0
Each		
Reporting	9	Sole Dispositive Power
Person		34,778,119
With		
	10	Shared Dispositive Power
		0

11 Aggregate Amount Beneficially Owned by Each Reporting Person

34,778,119\*\*

12 Check if the Aggregate Amount in Row (11) Excludes Certain Shares  
(See Instructions)

|X|

13 Percent of Class Represented By Amount in Row (11)

Edgar Filing: BLUEFLY INC - Form SC 13D/A

87.2%

14 Type of Reporting Person (See Instructions)

CO

-----  
\*\* See Item 6 of Amendment No. 14 to Schedule 13D.

SCHEDULE 13D

CUSIP No. 096227103

Page 5 of 11 Pages

1 Names of Reporting Persons  
I.R.S. Identification Nos. of above persons (entities only).

SOROS FUND MANAGEMENT LLC

2 Check the Appropriate Box if a Member of a Group (See Instructions)

a. | |  
b. |X|

3 SEC Use Only

4 Source of Funds (See Instructions)

Not Applicable

5 Check if Disclosure of Legal Proceedings Is Required Pursuant to  
Items 2(d) or 2(e)

| |

6 Citizenship or Place of Organization

Delaware

Number of Shares Beneficially Owned By Each Reporting Person With

7 Sole Voting Power  
34,778,119

8 Shared Voting Power  
0

9 Sole Dispositive Power  
34,778,119

10 Shared Dispositive Power  
0

11 Aggregate Amount Beneficially Owned by Each Reporting Person

34,778,119\*\*

12 Check if the Aggregate Amount in Row (11) Excludes Certain Shares  
(See Instructions)

|X|

13 Percent of Class Represented By Amount in Row (11)

Edgar Filing: BLUEFLY INC - Form SC 13D/A

87.2%

14 Type of Reporting Person (See Instructions)

OO; IA

-----  
\*\* See Item 6 of Amendment No. 14 to Schedule 13D.

SCHEDULE 13D

CUSIP No. 096227103

Page 6 of 11 Pages

1 Names of Reporting Persons  
I.R.S. Identification Nos. of above persons (entities only).

SFM DOMESTIC INVESTMENTS LLC

2 Check the Appropriate Box if a Member of a Group (See Instructions)

a. | |

b. |X|

3 SEC Use Only

4 Source of Funds (See Instructions)

Not Applicable

5 Check if Disclosure of Legal Proceedings Is Required Pursuant to  
Items 2(d) or 2(e)

| |

6 Citizenship or Place of Organization

Delaware

Number of  
Shares  
Beneficially  
Owned By  
Each  
Reporting  
Person  
With

7 Sole Voting Power  
1,137,946

8 Shared Voting Power  
0

9 Sole Dispositive Power  
1,137,946

10 Shared Dispositive Power  
0

11 Aggregate Amount Beneficially Owned by Each Reporting Person

1,137,946\*\*

12 Check if the Aggregate Amount in Row (11) Excludes Certain Shares  
(See Instructions)

| |

Edgar Filing: BLUEFLY INC - Form SC 13D/A

13 Percent of Class Represented By Amount in Row (11)

10.0%

14 Type of Reporting Person (See Instructions)

OO

-----  
\*\* See Item 6 of Amendment No. 14 to Schedule 13D.

SCHEDULE 13D

CUSIP No. 096227103

Page 7 of 11 Pages

1 Names of Reporting Persons  
I.R.S. Identification Nos. of above persons (entities only).

GEORGE SOROS (in the capacity described herein)

2 Check the Appropriate Box if a Member of a Group (See Instructions)

a. | |  
b. |X|

3 SEC Use Only

4 Source of Funds (See Instructions)

Not Applicable

5 Check if Disclosure of Legal Proceedings Is Required Pursuant to  
Items 2(d) or 2(e)

| |

6 Citizenship or Place of Organization

United States

Number of Shares Beneficially Owned By Each Reporting Person With	7	Sole Voting Power 35,916,065
	8	Shared Voting Power 0
	9	Sole Dispositive Power 35,916,065
	10	Shared Dispositive Power 0

11 Aggregate Amount Beneficially Owned by Each Reporting Person

35,916,065\*\*

12 Check if the Aggregate Amount in Row (11) Excludes Certain Shares  
(See Instructions)

Edgar Filing: BLUEFLY INC - Form SC 13D/A

| |

13 Percent of Class Represented By Amount in Row (11)

87.9%

14 Type of Reporting Person (See Instructions)

IA

-----  
\*\* See Item 6 of Amendment No. 14 to Schedule 13D.

Page 8 of 11 Pages

This Amendment No. 16 to Schedule 13D relates to shares of Common Stock, \$0.01 par value per share (the "Shares"), of Bluefly, Inc. (the "Issuer"). This Amendment No. 16 supplementally amends the initial statement on Schedule 13D, dated August 6, 1999, and all amendments thereto (collectively, the "Initial Statement"), filed by the Reporting Persons (as defined herein). This Amendment No. 16 is being filed by the Reporting Persons to supplementally amend Items 2 and 6 herein. Capitalized terms used but not defined herein shall have the meanings ascribed to them in the Initial Statement. The Initial Statement is supplementally amended as follows.

Item 2. Identity and Background

This Statement is being filed on behalf of each of the following persons (collectively, the "Reporting Persons"):

- (i) Quantum Industrial Partners LDC ("QIP");
- (ii) QIH Management Investor, L.P. ("QIHMI");
- (iii) QIH Management, Inc. ("QIH Management");
- (iv) Soros Fund Management LLC ("SFM LLC");
- (v) SFM Domestic Investments LLC ("SFM Domestic Investments"); and
- (vi) Mr. George Soros ("Mr. Soros").

This Statement relates to the Shares held for the accounts of QIP and SFM Domestic Investments.

On December 27, 2002, Mr. Soros appealed a decision of the 11e Chambre du Tribunal Correctionnel in Paris, France that fined him \$2.28 million on December 20, 2002 based on a finding of insider trading with respect to trading in securities of Societe Generale in 1988. Mr. Soros has elected to provide the foregoing information on a voluntary basis.

Item 6. Contracts, Arrangements, Understandings or Relationships with Respect to Securities of the Issuer

On December 18, 2002, QIP extended the Standby Letter of Credit (as such term is defined in Item 6 of Amendment No. 10 to Schedule 13D) until



Edgar Filing: BLUEFLY INC - Form SC 13D/A

November 15, 2003.

Except as set forth herein, the Reporting Persons do not have any contracts, arrangements, understandings or relationships with respect to any securities of the Issuer.

Item 7. Material to be Filed as Exhibits

The Exhibit Index is incorporated herein by reference.

Page 9 of 11 Pages

SIGNATURES

After reasonable inquiry and to the best of my knowledge and belief, the undersigned certifies that the information set forth in this Statement is true, complete and correct.

Date: December 31, 2002

QUANTUM INDUSTRIAL PARTNERS LDC

By: /s/ Richard D. Holahan, Jr.  
-----  
Richard D. Holahan, Jr.  
Attorney-in-Fact

QIH MANAGEMENT INVESTOR, L.P.

By: QIH Management, Inc.,  
its General Partner  
  
By: /s/ Richard D. Holahan, Jr.  
-----  
Richard D. Holahan, Jr.  
Vice President

QIH MANAGEMENT, INC.

By: /s/ Richard D. Holahan, Jr.  
-----  
Richard D. Holahan, Jr.  
Vice President

SOROS FUND MANAGEMENT LLC

By: /s/ Richard D. Holahan, Jr.  
-----  
Richard D. Holahan, Jr.  
Assistant General Counsel

SFM DOMESTIC INVESTMENTS LLC

By: George Soros  
Its Managing Member  
  
By: /s/ Richard D. Holahan, Jr.  
-----  
Richard D. Holahan, Jr.

Edgar Filing: BLUEFLY INC - Form SC 13D/A

Attorney-in-Fact

GEORGE SOROS

By: /s/ Richard D. Holahan, Jr.

Richard D. Holahan, Jr.  
Attorney-in-Fact

Page 10 of 11 Pages

EXHIBIT INDEX

NNN.	Power of Attorney, dated as of October 30, 2002, granted by Mr. George Soros in favor of Mr. Armando T. Belly, Ms. Jodye Anzalotta, Mr. John F. Brown, Ms. Maryann Canfield, Mr. Richard D. Holahan, Jr. and Mr. Robert Soros.....	11
------	--	----

Page 11 of 11 Pages

EXHIBIT NNN

POWER OF ATTORNEY

KNOW ALL MEN BY THESE PRESENT, that I, GEORGE SOROS, hereby make, constitute and appoint each of ARMANDO T. BELLY, JODYE ANZALOTTA, JOHN F. BROWN, MARYANN CANFIELD, RICHARD D. HOLAHAN, JR. and ROBERT SOROS acting individually, as my agent and attorney-in-fact for the purpose of executing in my name, (a) in my personal capacity or (b) in my capacity as Chairman of, member of or in other capacities with Soros Fund Management LLC ("SFM LLC") and each of its affiliates or entities advised by me or SFM LLC, all documents, certificates, instruments, statements, filings and agreements ("documents") to be filed with or delivered to any foreign or domestic governmental or regulatory body or required or requested by any other person or entity pursuant to any legal or regulatory requirement relating to the acquisition, ownership, management or disposition of securities, futures contracts or other investments, and any other documents relating or ancillary thereto, including without limitation all documents relating to filings with the Commodity Futures Trading Commission and National Futures Association, the United States Securities and Exchange Commission (the "SEC") pursuant to the Securities Act of 1933 or the Securities Exchange Act of 1934 (the "Act") and the rules and regulations promulgated thereunder, including all documents relating to the beneficial ownership of securities required to be filed with the SEC pursuant to Section 13(d) or Section 16(a) of the Act and any information statements on Form 13F required to be filed with the SEC pursuant to Section 13(f) of the Act.

All past acts of these attorneys-in-fact in furtherance of the foregoing are hereby ratified and confirmed.

Execution of this power of attorney revokes that certain Power of Attorney dated

Edgar Filing: BLUEFLY INC - Form SC 13D/A

as of the 15th day of January 2002 with respect to the same matters addressed above.

This power of attorney shall be valid from the date hereof until revoked by me.

IN WITNESS WHEREOF, I have executed this instrument as of the 30th day of October, 2002.

/s/ George Soros

-----  
GEORGE SOROS