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BLUEFLY INC  
Form 25  
June 25, 2007

OMB APPROVAL

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

FORM 25

NOTIFICATION OF REMOVAL FROM LISTING AND/OR  
REGISTRATION UNDER SECTION 12(b) OF THE  
SECURITIES EXCHANGE ACT OF 1934.

Commission File Number 001-14498

Bluefly, Inc.  
Boston Stock Exchange

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(Exact name of Issuer as specified in its charter, and name  
of Exchange where security is listed and/or registered)

42 West 39th Street, New York, NY 10018

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(Address, including zip code, and telephone number,  
including area code, of Issuer's principal executive offices)

Common Stock, par value \$0.01

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(Description of class of securities)

Please place an X in the box to designate the rule provision relied upon to  
strike the class of securities from listing and registration:

[ ] 17CFR 240.12d2-2(a)(1)

[ ] 17 CFR 240.12d2-2(a)(2)

[ ] 17 CFR 240.12d2-2(a)(3)

[ ] 17 CFR 240.12d2-2(a)(4)

[ ] Pursuant to 17 CFR 240.12d2-2(b), the Exchange has complied with its rules  
to strike the class of securities from listing and/or withdraw registration on  
the Exchange.(1)

[X] Pursuant to 17 CFR 240.12d2-2(c), the Issuer has complied with the rules  
of the Exchange and the requirements of 17 CFR 240.12d2-2(c) governing the  
voluntary withdrawal of the class of securities from listing and registration on  
the Exchange.

Pursuant to the requirements of the Securities Exchange Act of 1934, Bluefly,  
Inc. certifies that it has reasonable grounds to believe that it meets all of  
the requirements for filing the Form 25 and has caused this notification to be

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signed on its behalf by the undersigned duly authorized person.

June 25, 2007	By: /s/ Patrick C. Barry	Chief Operating Officer and Chief Financial Officer
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Date	Name	Title

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(1) Form 25 and attached Notice will be considered compliance with the provisions of 17 CFR 240.19d-1 as applicable. See General Instructions.

SEC1654(03-06)                      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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