

Bluefly.

Intellectual Property Acquisition Opportunity.

Hilco Streambank is offering for sale Bluefly.com together with its other intellectual property assets, including domain names, trademarks and customer database.



Offers Due

May 6, 2019 @ Noon Eastern time

Auction

May 8, 2019 @ 10:00 a.m. Eastern time

Background.

Bluefly.com is the original online fashion e-tailer and marketplace. Launched in 1998, during the infancy of internet retailing, for two decades Bluefly.com has been the leading e-commerce destination for luxury fashion and accessories, making luxury available at discounted prices both to fashionistas and aspirational buyers. Bluefly.com provides its customers with the latest designer fashions in categories ranging from luxury or contemporary footwear, handbags, apparel and accessories, as well as pre-owned, jewelry and men's offerings.

The Bluefly.com platform has continued to evolve to address changing market conditions since 1991, when Bluefly.com was founded. In 2016, Bluefly.com was transformed to become a marketplace for vendors of discounted luxury goods. Bluefly.com provided vendors a seamless integration with its ecommerce platform, allowing the real time promotion and sale of its marketplace partners' product offerings to Bluefly.com's highly attentive and loyal customers. This transition enabled Bluefly.com to take advantage of its significant customer file without needing to make the upfront investment on inventory. Bluefly.com's marketplace greatly expanded the platform's product offerings while benefitting from a negative working capital business model, where payments were received on products upfront and then distributed to vendors.



The Customer.

The Bluefly.com brand is well-recognized by women of all ages, with a high concentration among Generation X and millennial customers, a highly loyal and desirable demographic. The Bluefly.com customer has an appreciation for shopping, high end fashion, and is in tune with pop culture trends. She is responsive to being contacted multiple times per day by email and deeply loyal, returning often for Bluefly.com's selection of products, ultra-competitive price points, ease of shopping and free shipping.

appx **770K**

Active Customers

\$230

Average Order Value

The Vendor Portal and Ecommerce Platform.

On the back-end, Bluefly.com integrated with a third-party marketplace facilitator through which vendors could seamlessly upload their product feeds and pricing information to the Bluefly.com portal. Following approval by Bluefly.com, the product feed automatically integrated into the Bluefly.com e-commerce platform. Once approved, Bluefly.com provided marketing support, customer support, transaction processing services, and ultimately access to Bluefly's highly desirable customer base.

Bluefly.com's proprietary technology platform supported a robust high fashion marketplace. The platform was built using a PHP framework and is housed at Amazon Web Services. It allowed for the upload of multiple product feeds, was able to manage millions of SKUs, and integrated with the back-end vendor portal to seamlessly incorporate products into the various product categories available on Bluefly.com. This next-generation cloud-based technology platform enables full scalability and no or limited upfront investment to re-engage.



2017.



10.7M

Website Visitors



136.6M

Pageviews

2018.

(jan - sept)



7.5M

Website Visitors



78.9M

Pageviews

Assets for Sale.

CUSTOMER DATA

Approximately 2.6M customer files,
along with purchase data

TRADEMARKS

Bluefly

BF

Flypaper

Blue Fly BF

Hadley & James

DOMAIN NAMES

Bluefly.com

Envite.com

Stealaday.com

More

SOCIAL MEDIA

All available social media accounts and
content found thereon and related thereto



232K
likes



25.2K
followers

Sale Process.

The sale of the intellectual property assets is being conducted by a Court-appointed receiver, and is subject to Court approval. Offers for the intellectual property assets are due on May 6, 2019 at noon Eastern time. An auction will be held on May 8, 2019 at 10:00 a.m. Eastern time. Contact Hilco Streambank for more information about the sale process and access to an online virtual data room.

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FOR MORE INFORMATION VISIT
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Financials.

YEAR.	GROSS MARKETPLACE SALES.
2016	\$24.848M
2017	\$42.134M
2018	\$33.356M

