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For Immediate Release

Bluefly Sets Record Breaking Sales

Shop at Home Trend Supported by Best Technology and Broadest Offerings

NEW YORK, NY, December 2, 2014 -- Bluefly, the largest online fashion destination with over 1,750+ brands and the first fashion company to apply a marketplace technology, today announced that it set record breaking sales for the five day period from Thanksgiving through Cyber Monday.

From Thanksgiving through CyberMonday:

- Sales for Bluefly increased 36% year-over-year
- Bluefly's Marketplace had its highest selling days in its history
- Best-selling categories were shoes 75% increase year-over-year, handbags 31% increase year-over-year, outerwear 14% increase year-over-year
- Key items were $79 Women's Hayden Turtleneck Cashmere Sweaters, $49 Men's YSL Scarfs, $79 Men's Harrison Half Zip Cashmere Sweater, $130 Marc New York Down Jacket

In 2013, Neel Grover joined Bluefly as CEO to reignite the brand to attract top designers and expand into new product categories.

Grover said, "These are exciting results that underscore the strength of the Bluefly strategy and the incredible brands and pricing we offer. The biggest single day increase for Bluefly was Thanksgiving Day, where we saw an 86 percent increase in sales and almost 50 percent increase in traffic. This points to the increasing trend of customers foregoing trips to the stores in lieu of shopping in the comfort of their home, which we think is a good sign for Bluefly for the upcoming holiday season.

"We believe Bluefly's intense efforts to refocus the brand by providing exceptional customer service and the best technology for a superior shopping experience are gaining great traction, and we look forward to bringing this shopping experience to more consumers as the Bluefly story and reputation grow."

Founded in 1998, Bluefly is an innovative leader in the technology space and is the original e-commerce retailer of its kind. From trendsetters like Prada, Gucci, and Rebecca Minkoff to

vintage Chanel, Bluefly brings on-trend, in-season designer fashion to customers every single day.

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