

Edgar Filing: BLUE NILE INC - Form SC 13G/A

BLUE NILE INC  
Form SC 13G/A  
February 12, 2010

-----  
OMB APPROVAL  
-----  
OMB Number: 3235-0145  
Expires: February 28, 2009  
Estimated average burden  
hours per response.....10.4  
-----

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

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No.5) \*

BLUE NILE INC

-----  
(Name of Issuer)

Common Stock

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

09578R103

-----  
(CUSIP Number)

December 31, 2009

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

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* 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 the disclosures provided in a prior cover page.

The information required in 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: BLUE NILE INC - Form SC 13G/A

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.

SEC 1745 (3-06)

CUSIP No.09578R103

13G

Page 2 of 8 Pages

1. NAME OF REPORTING PERSON:  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSON:

Morgan Stanley  
I.R.S. #36-3145972

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP:

(a) [ ]

(b) [ ]

3. SEC USE ONLY:

4. CITIZENSHIP OR PLACE OF ORGANIZATION:

The state of organization is Delaware.

|   |   |
|---|---|
| NUMBER OF<br>SHARES<br>BENEFICIALLY<br>OWNED BY<br>EACH<br>REPORTING<br>PERSON<br>WITH: | 5. SOLE VOTING POWER:<br>1,765,778      |
|   | 6. SHARED VOTING POWER:<br>0            |
|   | 7. SOLE DISPOSITIVE POWER:<br>1,860,674 |

8. SHARED DISPOSITIVE POWER:  
0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON:  
1,860,674

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES:

[ ]

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9):  
12.8%

12. TYPE OF REPORTING PERSON:  
HC, CO

CUSIP No.09578R103

13G

Page 3 of 8 Pages

1. NAME OF REPORTING PERSON:  
I.R.S. IDENTIFICATION NO. OF ABOVE PERSON:

Edgar Filing: BLUE NILE INC - Form SC 13G/A

Morgan Stanley Investment Management Inc.  
I.R.S. #13-3040307

2. CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP:

(a)

(b)

3. SEC USE ONLY:

4. CITIZENSHIP OR PLACE OF ORGANIZATION:

The state of organization is Delaware.

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH: 5. SOLE VOTING POWER: 1,736,073

6. SHARED VOTING POWER: 0

7. SOLE DISPOSITIVE POWER: 1,830,969

8. SHARED DISPOSITIVE POWER: 0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON: 1,830,969

10. CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES:

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9): 12.6%

12. TYPE OF REPORTING PERSON: IA, CO

CUSIP No.09578R103

13G

Page 4 of 8 Pages

Item 1. (a) Name of Issuer:

BLUE NILE INC

(b) Address of Issuer's Principal Executive Offices:

705 FIFTH AVE S  
STE 900  
SEATTLE WA 98104

Item 2. (a) Name of Person Filing:

(1) Morgan Stanley

Edgar Filing: BLUE NILE INC - Form SC 13G/A

(2) Morgan Stanley Investment Management Inc.

(b) Address of Principal Business Office, or if None, Residence:

- (1) 1585 Broadway  
New York, NY 10036
- (2) 522 Fifth Avenue  
New York, NY 10036

(c) Citizenship:

- (1) The state of organization is Delaware.
- (2) The state of organization is Delaware.

(d) Title of Class of Securities:

Common Stock

(e) CUSIP Number:

09578R103

Item 3. If this statement is filed pursuant to Sections 240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

- (a)  Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o).
- (b)  Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c)  Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d)  Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8).
- (e)  An investment adviser in accordance with Section 240.13d-1(b)(1)(ii)(E);  
Morgan Stanley Investment Management Inc.
- (f)  An employee benefit plan or endowment fund in accordance with Section 240.13d-1(b)(1)(ii)(F);
- (g)  A parent holding company or control person in accordance with Section 240.13d-1(b)(1)(ii)(G);  
Morgan Stanley
- (h)  A savings association as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i)  A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j)  Group, in accordance with Section 13d-1(b)(1)(ii)(J).

Edgar Filing: BLUE NILE INC - Form SC 13G/A

- Item 4. Ownership as of December 31, 2009.\*
- (a) Amount beneficially owned:  
See the response(s) to Item 9 on the attached cover page(s).
  - (b) Percent of Class:  
See the response(s) to Item 11 on the attached cover page(s).
  - (c) Number of shares as to which such person has:
    - (i) Sole power to vote or to direct the vote:  
See the response(s) to Item 5 on the attached cover page(s).
    - (ii) Shared power to vote or to direct the vote:  
See the response(s) to Item 6 on the attached cover page(s).
    - (iii) Sole power to dispose or to direct the disposition of:  
See the response(s) to Item 7 on the attached cover page(s).
    - (iv) Shared power to dispose or to direct the disposition of:  
See the response(s) to Item 8 on the attached cover page(s).

Item 5. Ownership of Five Percent or Less of a Class.

Not Applicable

Item 6. Ownership of More Than Five Percent on Behalf of Another Person.

Not Applicable

Item 7. Identification and Classification of the Subsidiary which Acquired the Security Being Reported on By the Parent Holding Company.

See Exhibit 99.2

Item 8. Identification and Classification of Members of the Group.

Not Applicable

Item 9. Notice of Dissolution of Group.

Not Applicable

Item 10. Certification.

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

\* In Accordance with the Securities and Exchange Commission Release No. 34-39538 (January 12, 1998) (the "Release"), this filing reflects the securities beneficially owned, or that may be deemed to be beneficially owned, by certain operating units (collectively, the "MS Reporting Units") of Morgan Stanley and its subsidiaries and affiliates (collectively, "MS"). This filing does not reflect securities, if any, beneficially owned by any operating units of MS whose ownership of securities is disaggregated from that of the MS Reporting Units in accordance with the Release.

Edgar Filing: BLUE NILE INC - Form SC 13G/A

CUSIP No.09578R103

13-G

Page 6 of 8 Pages

-----  
Signature.

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: February 12, 2010

Signature: /s/ Ingrid M. Keag  
-----

Name/Title: Ingrid M. Keag/Authorized Signatory, Morgan Stanley  
-----

MORGAN STANLEY

Date: February 12, 2010

Signature: /s/ Mary Ann Picciotto  
-----

Name/Title: Mary Ann Picciotto/Chief Compliance Officer, Morgan Stanley  
Investment Management Inc.  
-----

MORGAN STANLEY INVESTMENT MANAGEMENT INC.

| EXHIBIT NO.<br>----- | EXHIBITS<br>-----      | PAGE<br>----- |
|----------------------|------------------------|---------------|
| 99.1                 | Joint Filing Agreement | 7             |
| 99.2                 | Item 7 Information     | 8             |

\* Attention. Intentional misstatements or omissions of fact constitute federal criminal violations (see 18 U.S.C. 1001).

CUSIP No.09578R103

13-G

Page 7 of 8 Pages

-----  
EXHIBIT NO. 99.1 TO SCHEDULE 13G  
JOINT FILING AGREEMENT  
-----

February 12, 2010  
-----

Edgar Filing: BLUE NILE INC - Form SC 13G/A

MORGAN STANLEY and MORGAN STANLEY INVESTMENT MANAGEMENT INC.,  
hereby agree that, unless differentiated, this  
Schedule 13G is filed on behalf of each of the parties.

MORGAN STANLEY

BY: /s/ Ingrid M. Keag

-----  
Ingrid M. Keag/Authorized Signatory, Morgan Stanley

MORGAN STANLEY INVESTMENT MANAGEMENT INC.

BY: /s/ Mary Ann Picciotto

-----  
Mary Ann Picciotto/Chief Compliance Officer, Morgan Stanley  
Investment Management Inc.

\* Attention. Intentional misstatements or omissions of fact constitute federal  
criminal violations (see 18 U.S.C. 1001).

CUSIP No.09578R103

13-G

Page 8 of 8 Pages

-----  
EXHIBIT NO. 99.2  
-----

ITEM 7 INFORMATION

The securities being reported on by Morgan Stanley as a parent  
holding company are owned, or may be deemed to be beneficially owned, by  
Morgan Stanley Investment Management Inc., an investment adviser in  
accordance with Rule 13d-1(b)(1)(ii)(E) as amended. Morgan Stanley  
Investment Management Inc. is a wholly-owned subsidiary of Morgan Stanley.