

Edgar Filing: BLUE NILE INC - Form SC 13G

BLUE NILE INC
Form SC 13G
January 10, 2006

SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

SCHEDULE 13G

(Rule 13d-102)

INFORMATION STATEMENT PURSUANT TO RULES 13d-1 AND 13d-2

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

BLUE NILE INC

(Name of Issuer)
Common Stock

(Title of Class of Securities)

09578R103

(CUSIP Number)

DECEMBER 31, 2005

(Date Of Event which Requires Filing of this Statement)

Check the following box if a fee is being paid with this statement [].

*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).

CUSIP No. 09578R103

13G

Page 2 of 8 Pages

1. NAME OF REPORTING PERSON(S)
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON(S)

Morgan Stanley
IRS # 39-314-5972

Edgar Filing: BLUE NILE INC - Form SC 13G

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
1,632,100

6. SHARED VOTING POWER
0

7. SOLE DISPOSITIVE POWER
1,632,100

8. SHARED DISPOSITIVE POWER
0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,742,050

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

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

10.1%

12. TYPE OF REPORTING PERSON*

IA, CO, HC

*SEE INSTRUCTIONS BEFORE FILLING OUT!

CUSIP No. 09578R103

13G

Page 3 of 8 Pages

1. NAME OF REPORTING PERSON(S)
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON(S)

Morgan Stanley Investment Management Inc.
IRS # 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.

Edgar Filing: BLUE NILE INC - Form SC 13G

NUMBER OF SHARES BENEFICIALLY OWNED BY EACH REPORTING PERSON WITH

5. SOLE VOTING POWER
1,564,533

6. SHARED VOTING POWER
0

7. SOLE DISPOSITIVE POWER
1,564,533

8. SHARED DISPOSITIVE POWER
0

9. AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
1,641,283

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

11. PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)
9.5%

12. TYPE OF REPORTING PERSON*
IA, CO

*SEE INSTRUCTIONS BEFORE FILLING OUT!

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:
(a) Morgan Stanley
(b) Morgan Stanley Investment Management Inc.

(b) Address of Principal Business Office, or if None, Residence:
(a) 1585 Broadway
New York, New York 10036
(b) 1221 Avenue of the Americas
New York, New York 10020

(c) Citizenship:
Incorporated by reference to Item 4 of the cover page
pertaining to each reporting person.

(d) Title of Class of Securities:
Common Stock

(e) CUSIP Number:
09578R103

Edgar Filing: BLUE NILE INC - Form SC 13G

- Item 3. (a) Morgan Stanley is a parent holding company.
- (b) Morgan Stanley Investment Management Inc. is an Investment Adviser registered under Section 203 of the Investment Advisers Act of 1940.

CUSIP No. 09578R103

13-G

Page 5 of 8 Pages

- Item 4. Ownership.

Incorporated by reference to Items (5) - (9) and (11) of the cover page.

- (a) Morgan Stanley is filing solely in its capacity as the parent company of, and indirect beneficial owner of securities held by, one of its business units.

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

Inapplicable

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

Accounts managed on a discretionary basis by Morgan Stanley Investment Management Inc., a wholly owned subsidiary of Morgan Stanley, are known to have the right to receive or the power to direct the receipt of dividends from, or the proceeds from, the sale of such securities. No such account holds more than 5 percent of the class.

See item 4 (a)

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

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

- Item 9. Notice of Dissolution of Group.

- Item 10. Certification.

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

CUSIP No. 09578R103

13-G

Page 6 of 8 Pages

Signature.

Edgar Filing: BLUE NILE INC - Form SC 13G

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: January 10, 2006

Signature: /s/ Dennine Bullard

Name/Title Dennine Bullard /Executive Director Morgan Stanley & Co. Inc.
MORGAN STANLEY

Date: January 10, 2006

Signature: /s/ Carsten Otto

Name/Title Carsten Otto /Executive Director, Morgan Stanley Investment
Management Inc.
MORGAN STANLEY INVESTMENT MANAGEMENT INC.

INDEX TO EXHIBITS

PAGE

EXHIBIT 1	Agreement to Make a Joint Filing	7
EXHIBIT 2	Secretary's Certificate Authorizing Dennine Bullard	8

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

Cusip No. 09578R103 13G Page 7 of 8 Pages

EXHIBIT 1 TO SCHEDULE 13G

JANUARY 10, 2006

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/ Dennine Bullard

Dennine Bullard /Executive Director, Morgan Stanley & Co. Inc.

Edgar Filing: BLUE NILE INC - Form SC 13G

MORGAN STANLEY INVESTMENT MANAGEMENT INC.

BY: /s/ Carsten Otto

Carsten Otto /Executive Director, Morgan Stanley Investment
Management Inc.

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

EX-99.b
SECRETARY'S CERTIFICATE

CUSIP No. 09578R103

13-G

Page 8 of 8 Pages

EXHIBIT 1

MORGAN STANLEY

SECRETARY'S CERTIFICATE

I, Charlene R. Herzer, a duly elected and acting Assistant Secretary
of Morgan Stanley, a corporation organized and existing under the
laws of the State of Delaware (the "Corporation"), certify as
follows:

- (1) Donald G. Kempf, Jr. is the duly elected Executive Vice
President, Chief Legal Officer and Secretary of the
Corporation;
- (2) Pursuant to Section 7.01 of the Bylaws of the Corporation
and resolutions approved by the Board of Directors of the
Corporation on September 25, 1998, the Chief Legal Officer
is authorized to enter into agreements and other instruments
on behalf of the Corporation and may delegate such powers
to others under his jurisdiction; and
- (3) Donald G. Kempf signed a Delegation of Authority as of
February 23, 2000, which authorized Dennine Bullard to
sign reports to be filed under Section 13 and 16 of the
Securities Exchange Act of 1934 on behalf of the
Corporation. Such authorization is in full force and
effect as of this date.

IN WITNESS WHEREOF, I have hereunto set my name and affixed the seal
of the Corporation as of the 3rd day of February, 2005.

Charlene R. Herzer
Assistant Secretary