FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL 3235-0287 OMB Number: Estimated average burden hours per response: 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Lake Katrina</u>		2. Issuer Name <b>and</b> <u>Stitch Fix, Inc</u>			ding Symbol		5. Relationship of Reporting Person(s) to Issuer (Check all applicable)  X Director X 10% Owner					
(Last) (First) (Midd ONE MONTGOMERY TOWER SUITE	3. Date of Earliest T 01/19/2021	ransact	ion (M	onth/Day/Year		X Officer (give title Other (specify below) below)  Chief Executive Officer						
(Street) SAN FRANCISCO CA 9410 (City) (State) (Zip)	4. If Amendment, Da	ate of O	riginal	Filed (Month/l		Individual or Joint/Group Filing (Check Applicable Line)      X Form filed by One Reporting Person     Form filed by More than One Reporting Person  Person						
Table I	- Non-Derivat	ive Securities	Acqu	ired,	Disposed	of, or	Benefic	ially	Owned			
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities A Disposed Of (	D) (Instr.	cquired (A) or )) (Instr. 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code V		Amount	(A) or (D)	Price		Transaction(s) (Instr. 3 and 4)			
Class A Common Stock									23,155	D		
Class A Common Stock	01/19/2021		C <sup>(1)</sup>		5,555 <sup>(2)</sup>	A	\$0		15,112	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(3)</sup>	
Class A Common Stock	01/19/2021		C <sup>(1)</sup>		29,166 <sup>(2)</sup>	A	\$0		29,166	I	Katrina M. Lake Revocable Trust <sup>(4)</sup>	
Class A Common Stock	01/19/2021		C <sup>(1)</sup>		9,053(2)	A	\$0		9,053	I	Katrina M. Lake 2017 Irrevocable Trust <sup>(5)</sup>	
Class A Common Stock	01/19/2021		S <sup>(6)</sup>		1,704	D	\$74.856	<b>5</b> <sup>(7)</sup>	13,408	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016	
Class A Common Stock	01/19/2021		S <sup>(6)</sup>		2,849	D	\$75.865	6 <sup>(8)</sup>	10,559	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016	
Class A Common Stock	01/19/2021		S <sup>(6)</sup>		1,002	D	\$76.841	<b>[</b> (9)	9,557	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016	

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned											
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transa Code ( 8)		4. Securities Disposed Of	Acquired (D) (Instr	(A) or . 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(	
Class A Common Stock	01/19/2021		S <sup>(6)</sup>		8,757	D	\$74.8632 <sup>(10)</sup>	20,409	I	Katrina M. Lake Revocable Trust	
Class A Common Stock	01/19/2021		S <sup>(6)</sup>		14,909	D	\$75.889 <sup>(11)</sup>	5,500	I	Katrina M. Lake Revocable Trust	
Class A Common Stock	01/19/2021		S <sup>(6)</sup>		5,500	D	\$76.8512 <sup>(12)</sup>	0	I	Katrina M. Lake Revocable Trust	
Class A Common Stock	01/19/2021		S <sup>(6)</sup>		2,600	D	\$74.8762(13)	6,453	I	Katrina M. Lake 2017 Irrevocable Trust	
Class A Common Stock	01/19/2021		S <sup>(6)</sup>		4,753	D	\$75.879(11)	1,700	I	Katrina M. Lake 2017 Irrevocable Trust	
Class A Common Stock	01/19/2021		S <sup>(6)</sup>		1,700	D	\$76.8335 <sup>(14)</sup>	0	I	Katrina M. Lake 2017 Irrevocable Trust	
Class A Common Stock	01/20/2021		C <sup>(1)</sup>		5,555(2)	A	\$0	15,112	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016	
Class A Common Stock	01/20/2021		C <sup>(1)</sup>		29,166 <sup>(2)</sup>	A	\$0	29,166	I	Katrina M. Lake Revocable Trust	
Class A Common Stock	01/20/2021		C <sup>(1)</sup>		9,054 <sup>(2)</sup>	A	\$0	9,054	I	Katrina M. Lake 2017 Irrevocable Trust	
Class A Common Stock	01/20/2021		S <sup>(6)</sup>		5,555	D	\$83.88	9,557	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016	
Class A Common Stock	01/20/2021		S <sup>(6)</sup>		29,166	D	\$83.88	0	I	Katrina M. Lake Revocable Trust	
Class A Common Stock	01/20/2021		S <sup>(6)</sup>		9,054	D	\$83.88	0	I	Katrina M. Lake 2017 Irrevocable Trust	

			le I - Non-Deriv	_		_	quired	1			-		1		
1. Title of	Security (Inst	tr. 3)	2. Transaction Date (Month/Day/Yea	Exec ur) if an	Deemed cution Date y nth/Day/Yea	Cod	nsaction le (Instr.	4. Securities Disposed Of			Securities Form: Description Form: Countries F		6. Owner Form: Di (D) or Inc (I) (Instr.	rect Ind direct Be 4) Ov	Nature of lirect neficial vnership str. 4)
						Cod	le V	Amount	(A) or (D)	Price	Transactio	on(s) nd 4)			,
Class A (	Common Sto	ock	01/21/2021			C(	))	5,556(2)	A	\$0	15,1	13	I	Cl an Ka La Re Tr M	hn C. ifford d atrina M. ake evocable ust dated ay 23,
Class A (	Common Sto	ock	01/21/2021			C(	1)	29,168 <sup>(2)</sup>	A	\$0	29,1	68	I	La Re	atrina M. ake evocable ust
Class A (	Common Sto	ock	01/21/2021			C(	1)	9,054 <sup>(2)</sup>	A	\$0	9,05	54	I	La In	atrina M. ake 2017 revocable ust
Class A (	Common Ste	ock	01/21/2021			S <sup>(t)</sup>	(i)	4,956	D	\$81.7764(15)	10,1	57	I	Cl an Ka La Re Tr M	hn C. ifford d atrina M. ake evocable ust dated ay 23,
Class A (	Common Ste	ock	01/21/2021			S(t)	(i)	600	D	\$82.7833(16)	9,55	57	I	Cl an Ka La Re Tr M	hn C. ifford d atrina M. ake evocable ust dated ay 23,
Class A (	Common Sto	ock	01/21/2021			S(I	5)	24,709	D	\$81.7582 <sup>(17)</sup>	4,45	59	I	La Re	atrina M. ake evocable ust
Class A (	Common Sto	ock	01/21/2021			S(I	5)	4,459	D	\$82.5692(18)	0		I	La Re	atrina M. ake evocable ust
Class A (	Common St	ock	01/21/2021			S <sup>(1</sup>	5)	7,854	D	\$81.7519 <sup>(19)</sup>	1,20	00	I	La In	atrina M. ake 2017 revocable ust
Class A (	Common Ste	ock	01/21/2021			S <sup>(t)</sup>	5)	1,200	D	\$82.6208(20)	0		I	La In	atrina M. ake 2017 revocable rust
			Table II - Deriva								Owned				
1. Title of Derivative Security (Instr. 3)	erivative Conversion Date Execurity or Exercise (Month/Day/Year) if a		3A. Deemed 4 Execution Date, if any	Deemed 4. cution Date, Transaction Code (Inst		mber ative ities red sed (Instr. nd 5)	, options, conver 6. Date Exercisable and Expiration Date (Month/Day/Year)		d 7. T of S Und Der	itle and Amount ecurities erlying vartive Security tr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	ve ies I ially I ng ( ed ction(s)	Downership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirec Beneficia Ownershi (Instr. 4)
				Code V	(A)	(D)	Date Exercisa	Expirati	on Title	Amount or Number of Shares					

		-	Table II - Deriv (e.g.,					uired, Dis s, options,				Owned										
1. Title of Derivative Security (Instr. 3)  2. Conversion or Exercise Price of Derivative Security	Conversion or Exercise Price of Derivative	3. Transaction Date (Month/Day/Year)	Date	Date	Date	Date	Date	Date	Date	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code ( 8)	action (Instr.	of Deri Sec Acq (A) o Disp of (I	umber vative urities uired or oosed O) (Instr. and 5)	6. Date Exerc Expiration D (Month/Day/	ate	of Securit Underlyin Derivative	of Securities Underlying	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares												
Class B Common Stock	(2)	01/19/2021		C <sup>(1)</sup>			5,555	(2)	(2)	Class A Common Stock	5,555	\$0	344,427	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016							
Class B Common Stock	(2)	01/19/2021		C <sup>(1)</sup>			29,166	(2)	(2)	Class A Common Stock	29,166	\$0	10,212,231	I	Katrina M. Lake Revocable Trust							
Class B Common Stock	(2)	01/19/2021		C <sup>(1)</sup>			9,053	(2)	(2)	Class A Common Stock	9,053	\$0	289,718	I	Katrina M. Lake 2017 Irrevocable Trust							
Class B Common Stock	(2)	01/20/2021		C <sup>(1)</sup>			5,555	(2)	(2)	Class A Common Stock	5,555	\$0	338,872	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016							
Class B Common Stock	(2)	01/20/2021		C <sup>(1)</sup>			29,166	(2)	(2)	Class A Common Stock	29,166	\$0	10,183,065	I	Katrina M. Lake Revocable Trust							
Class B Common Stock	(2)	01/20/2021		C <sup>(1)</sup>			9,054	(2)	(2)	Class A Common Stock	9,054	\$0	280,664	I	Katrina M. Lake 2017 Irrevocable Trust							
Class B Common Stock	(2)	01/21/2021		C <sup>(1)</sup>			5,556	(2)	(2)	Class A Common Stock	5,556	\$0	333,316	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016							
Class B Common Stock	(2)	01/21/2021		C <sup>(1)</sup>			29,168	(2)	(2)	Class A Common Stock	29,168	\$0	10,153,897	I	Katrina M. Lake Revocable Trust							
Class B Common Stock	(2)	01/21/2021		C <sup>(1)</sup>			9,054	(2)	(2)	Class A Common Stock	9,054	\$0	271,610	I	Katrina M. Lake 2017 Irrevocable Trust							

Table II. Devisestive Consulting Associated Dispersed of an Demoficially Owned

## Explanation of Responses:

- 1. Represents the conversion of Class B Common Stock into Class A Common Stock held of record by the Reporting Person.
- 2. Each share of Class B Common Stock is convertible into one share of Class A Common Stock at the option of the holder and has no expiration date.
- 3. The shares are held by John C. Clifford and Katrina M. Lake, Trustees of the John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016.
- 4. The shares are held by Katrina M. Lake, Trustee of The Katrina M. Lake Revocable Trust dated May 23, 2016.
- 5. The shares are held by Katrina M, Lake, Trustee of The Katrina M. Lake 2017 Irrevocable Trust.
- 6. Shares disposed of pursuant to a previously established Rule 10b5-1 plan.
- 7. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$74.46 to \$75.42 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 8. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$75.53 to \$76.48 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 9. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$76.56 to \$77.26 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 10. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$74.46 to \$75.45 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 11. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$75.51 to \$76.48 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 12. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$76.60 to \$77.47 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 13. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$74.47 to \$75.45 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 14. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$76.56 to \$77.47 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 15. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$81.35 to \$82.25 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 16. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$82.35 to \$82.90 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within

the range set forth in this footnote.

- 17. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$81.22 to \$82.20 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 18. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$82.23 to \$82.90 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 19. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$81.22 to \$82.18 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.
- 20. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$82.24 to \$82.90 per share. The Reporting Person undertakes to provide to the Issuer, any security holder of the Issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote.

## Remarks:

/s/ Scott Darling, Attorney-in-Fact for Katrina Lake

01/21/2021

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- \* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.