FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| Washington, D.C. 20549 | OMB APPROVAL | | | |
|--|--------------|-------|--|--|
| STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP | OMB Number: | 3235- | | |

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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

| | | | | | 01 30 | -CHOIT | 30(11) 0 | ı uıcı | iiive | esuneni | CUI | npany Act | 01 1940 | | | | | | | | | |
|---|------------------|---------|--|----------------------------|--|--|----------|---------------------------------------|-------|--|---|-----------|---|------------------------------------|---|---|--|---|---|---|--|--|
| 1. Name and Address of Reporting Person* GURLEY J WILLIAM | | | | | | 2. Issuer Name and Ticker or Trading Symbol Stitch Fix, Inc. [SFIX] | | | | | | | | | | Relationship of Reporting Person(s) to Issuer (Check all applicable) X Director 10% Owner | | | | | | |
| | | | | | | | | | | | | | | | | | | _ | | | | |
| (Last) (First) (Middle) 2965 WOODSIDE ROAD | | | | | | 3. Date of Earliest Transaction (Month/Day/Year) 07/08/2022 | | | | | | | | | | Officer (give title Other (specify below) below) | | | | | | |
| 2703 WOODSIDE KOAD | | | | | 4 If A | 4. If Amondment, Date of Original Filed (Month/Dov/Veer) | | | | | | | | | | 6. Individual or Joint/Group Filing (Check Applicable | | | | | | |
| (Street) | | | | " / | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | | | Line) | | | | | | | |
| | OODSIDE CA 94062 | | | | | | | | | | | | | X | X Form filed by One Reporting Person Form filed by More than One Reporting | | | | | | | |
| (City) | (St | ate) (2 | Zip) | | | | | | | | | | | | | Perso | on | | | | | |
| | | Table | 1 - 1 | Non-Deriva | tive S | Secu | rities | Acc | qui | ired, [| Dis | posed o | f, or I | Benefi | ciall | y Own | ed | | | | | |
| Date | | | 2. Transaction Date (Month/Day/Yea | Execution | | n Date, | Co | Transaction Code (Instr. | | 4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 an | | | | Beneficially Owned Following | | es ially ng | Form (D) or | ect (I) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | | | |
| | | | | | | | | Co | ode | v | Amount | | (A) or (D) | Price | | Reported Transaction(s) (Instr. 3 and 4) | | | | ` ' | | |
| Class A Common Stock 07/08. | | | | 07/08/2022 | 2 | | | | | P | | 000,000 | A | A \$5.4282 ⁽¹⁾ | | 2,149,762 | | D | | | | |
| Class A Common Stock | | | | | | | | | | | | | | | | 69,371 | | | Ι | See footnote ⁽²⁾ | | |
| Class A Common Stock | | | | | | | | | | | | | | 1,00 | | 0,000 | | | See footnote ⁽³⁾ | | | |
| | | Tal | ble | II - Derivati (e.g., pu | | | | | | | • | | | | • | Owne | d | | | | | |
| 1. Title of Derivative Security 1. Title of Conversion or Exercise Price of Derivative Security 2. Conversion Date (Month/Day/Year) | | | | | | ransaction of ode (Instr. Deriv | | rities ired r osed . 3, 4 | E | xpiratio | Exercisable and on Date Day/Year) | | 7. Title and Amount of Securities Underlying Derivative Security (Inst 3 and 4) | | De Se (In | Price of rivative curity str. 5) | 9. Number derivative Securitie Beneficia Owned Following Reported Transacti (Instr. 4) | Ownersl Form: Ily Direct (E or Indire (I) (Instr. | | Beneficial Ownership t (Instr. 4) | | |
| | | | Code V (A) (D) Exercisable Date Title | | Numbe of Shares | | | | | | | | | | | | | | | | | |

Explanation of Responses:

- 1. The price reported in Column 4 is a weighted average price. These shares were purchased in multiple transactions at prices ranging from \$5.28 to \$5.59, inclusive. 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 purchased at each separate price within the range set forth in this footnote
- 2. Shares are held by limited partnerships controlled by the reporting person.
- 3. Shares are held by Benchmark Capital Partners IX, L.P. ("BCP IX"), as nominee for BCP IX, Benchmark Founders' Fund IX, L.P. ("BFF IX"), Benchmark Founders' Fund IX-B, L.P. ("BFF IX-B") and related persons. Benchmark Capital Management Co. IX, L.L.C. ("BCMC IX"), the general partner of each of BCP IX, BFF IX, BFF IX-A and BFF IX-B, may be deemed to have sole voting and investment power over such shares. Peter H. Fenton, Miles Grimshaw, J. William Gurley, An-Yen Hu, Chetan Puttagunta, Sara E. Tavel and Eric Vishria, the managing members of BCMC IX, may be deemed to share voting and investment power over these shares beneficially held by such entities. Each such person and entity disclaims the existence of a "group" and disclaims beneficial ownership of any securities (except to the extent such person's or entity's pecuniary interest in such securities).

attorney for J. William Gurley

07/12/2022

** 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.