| FORM 4   | UNITED STAT                               |  |   |   | ID EXCH<br>C. 20549          | ANG   | E CON   | MIS               | SSION  |   |  |
|--|---|--|---|---|------------------------------|---|---------|-------------------|--|---|--|
|  | _   |  | OMB APPROVAL                            |   |                              |   |         |                   |  |   |  |
| Check this box if no longer subject to<br>Section 16. Form 4 or Form 5<br>obligations may continue. See<br>Instruction 1(b). | STATEMEN<br>Filed                         | OMB Number: 3235-0287<br>Estimated average burden<br>hours per response: 0.5 |   |   |                              |   |         |                   |  |   |  |
| 1. Name and Address of Reporting Person  |   | or Section 30(h) o<br>2. Issuer Name <b>an</b>                               | <b>d</b> Ticker                         | or Tra  | ading Symbol                 | Act of 19   | 40      |                   | lationship of Rep<br>ck all applicable)  | porting Person(s) t   | o Issuer   |
| Lake Katrina   |   | <u>Stitch Fix, In</u>  | <u>c.</u> [ SI                          | FIX ]   |                              |   |         | X                 | Director   | 10  | % Owner  |
| (Last) (First)<br>C/O STITCH FIX, INC.<br>1 MONTGOMERY STREET, SUIT  | (Middle)<br>E 1500                        | 3. Date of Earliest<br>07/15/2020  | Transac                                 | tion (N   | /onth/Day/Yea                | X Officer (give title Other (specify below) below)<br>Chief Executive Officer |         |                   |  |   |  |
| (Street)   |   | 4. If Amendment, D   | Date of C                               | rigina  | l Filed (Month               | /Day/Yea  | ar)     | 6. Inc<br>Line)   |  | Group Filing (Chec  | k Applicable   |
| SAN CA<br>FRANCISCO  |   |  | -                                       | ed by One Reporting Person<br>ed by More than One Reporting |                              |   |         |                   |  |   |  |
| (City) (State)   | (Zip)                                     |  |   |   |                              |   |         |                   |  |   |  |
| Tat  | ole I - Non-Deriva                        | ative Securities   | -                                       | ired  | -                            | -   |         | cially            |  |   |  |
| 1. Title of Security (Instr. 3)  | 2. Transaction<br>Date<br>(Month/Day/Year | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year)                  | 3.<br>Transaction<br>Code (Instr.<br>8) |   | 4. Securities<br>Disposed Of | Acquired (A) or<br>(D) (Instr. 3, 4 and 5                                     |         | )                 | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following                  | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | Ownership  |
|  |   |  | Code                                    | v   | Amount                       | (A) or<br>(D)   | Price   |                   | <ul> <li>Reported</li> <li>Transaction(s)</li> <li>(Instr. 3 and 4)</li> </ul> |   | (Instr. 4)   |
| Class A Common Stock   |   |  |   |   |                              |   |         |                   | 38,592   | D   |  |
| Class A Common Stock   | 07/15/2020                                |  | C <sup>(1)</sup>                        |   | 22,222 <sup>(2)</sup>        | A   | \$0.0   | 0                 | 22,222   | I   | Katrina M.<br>Lake<br>Revocable<br>Trust <sup>(3)</sup>  |
| Class A Common Stock   | 07/15/2020                                |  | C <sup>(1)</sup>                        |   | <b>4,69</b> 7 <sup>(2)</sup> | A   | \$0.0   | 00                | 16,924   | Ι   | John C.<br>Clifford<br>and<br>Katrina M.<br>Lake<br>Revocable<br>Trust dated<br>May 23,<br>2016 <sup>(4)</sup> |
| Class A Common Stock   | 07/15/2020                                |  | C <sup>(1)</sup>                        |   | 9,722 <sup>(2)</sup>         | A   | \$0.0   | 0                 | 9,722  | I   | Katrina M.<br>Lake 2017<br>Irrevocable<br>Trust <sup>(5)</sup>   |
| Class A Common Stock   | 07/15/2020                                |  | S <sup>(6)</sup>                        |   | 22,222                       | D   | \$26.30 | 79 <sup>(7)</sup> | 0  | I   | Katrina M.<br>Lake<br>Revocable<br>Trust   |
| Class A Common Stock   | 07/15/2020                                |  | S <sup>(6)</sup>                        |   | 4,697                        | D   | \$26.30 | )1(7)             | 12,227   | I   | John C.<br>Clifford<br>and<br>Katrina M.<br>Lake<br>Revocable<br>Trust dated<br>May 23,<br>2016                |
| Class A Common Stock   | 07/15/2020                                |  | S <sup>(6)</sup>                        |   | 9,722                        | D   | \$26.3  | 1(7)              | 0  | I   | Katrina M.<br>Lake 2017<br>Irrevocable<br>Trust  |
| Class A Common Stock   | 07/16/2020                                |  | C <sup>(1)</sup>                        |   | 9,722 <sup>(2)</sup>         | A   | \$0.0   | 0                 | 9,722  | I   | Katrina M.<br>Lake 2017<br>Irrevocable<br>Trust  |
| Class A Common Stock   | 07/16/2020                                |  | C <sup>(1)</sup>                        |   | 22,222 <sup>(2)</sup>        | A   | \$0.0   | 0                 | 22,222   | I   | Katrina M.<br>Lake<br>Revocable<br>Trust   |

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| 1 Title of Coouvity (In sty 2)  | 2. Transaction                             | 2A. Deemed  | 3.                          |   | A Scourision          | Accusion      | (A) or                    | 5. Amount of  | 6 Operate bir   | 7 Noture of   |
|---------------------------------|--|---|-----------------------------|---|-----------------------|---------------|---------------------------|---|---|---|
| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | Transaction<br>Code (Instr. |   |                       |               |                           | Securities<br>Beneficially<br>Owned Following<br>Reported | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4)                               |
|                                 |  |   | Code                        | v | Amount                | (A) or<br>(D) | Price                     | Transaction(s)<br>(Instr. 3 and 4)                        |   |   |
| Class A Common Stock            | 07/16/2020                                 |   | C <sup>(1)</sup>            |   | 4,697 <sup>(2)</sup>  | A             | \$0.00                    | 16,924  | I   | John C.<br>CLifford<br>and<br>Katrina M.<br>Lake<br>Revocable<br>Trust dated<br>May 23,<br>2016 |
| Class A Common Stock            | 07/16/2020                                 |   | S <sup>(6)</sup>            |   | 9,722                 | D             | \$26.8607 <sup>(8)</sup>  | 0   | I   | Katrina M.<br>Lake 2017<br>Irrevocable<br>Trust   |
| Class A Common Stock            | 07/16/2020                                 |   | S <sup>(6)</sup>            |   | 4,697                 | D             | \$26.8597 <sup>(9)</sup>  | 12,227  | I   | John C.<br>Clifford<br>and<br>Katrina M.<br>Lake<br>Revocable<br>Trust dated<br>May 23,<br>2016 |
| Class A Common Stock            | 07/16/2020                                 |   | S <sup>(6)</sup>            |   | 22,222                | D             | \$26.8648(10)             | 0   | Ι   | Katrina M.<br>Lake<br>Revocable<br>Trust  |
| Class A Common Stock            | 07/17/2020                                 |   | C <sup>(1)</sup>            |   | 22,222 <sup>(2)</sup> | A             | \$0.00                    | 22,222  | I   | Katrina M.<br>Lake<br>Revocable<br>Trust  |
| Class A Common Stock            | 07/17/2020                                 |   | C <sup>(1)</sup>            |   | 9,722 <sup>(2)</sup>  | A             | \$0.00                    | 9,722   | I   | Katrina M.<br>Lake 2017<br>Irrevocable<br>Trust   |
| Class A Common Stock            | 07/17/2020                                 |   | C <sup>(1)</sup>            |   | 4,699 <sup>(2)</sup>  | A             | \$0.00                    | 16,926  | I   | John C.<br>Clifford<br>and<br>Katrina M.<br>Lake<br>Revocable<br>Trust dated<br>May 23,<br>2016 |
| Class A Common Stock            | 07/17/2020                                 |   | S <sup>(6)</sup>            |   | 22,222                | D             | \$26.9747(11)             | 0   | I   | Katrina M.<br>Lake<br>Revocable<br>Trust  |
| Class A Common Stock            | 07/17/2020                                 |   | S <sup>(6)</sup>            |   | 9,722                 | D             | \$26.9732 <sup>(12)</sup> | 0   | I   | Katrina M.<br>Lake 2017<br>Irrevocable<br>Trust   |
| Class A Common Stock            | 07/17/2020                                 |   | S <sup>(6)</sup>            |   | 4,699                 | D             | \$26.9729 <sup>(11)</sup> | 12,227  | I   | John C.<br>Clifford<br>and<br>Katrina M.<br>Lake<br>Revocable<br>Trust dated<br>May 23,<br>2016 |

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br><del>Price of</del><br>Derivative<br>Security | 3. Transaction<br>Date<br>(Month/Day/Year) | AblermeDeriv<br>Execution Date,<br>if any (e.g.,<br>(Month/Day/Year) | ative Secu<br>Transaction<br>puts (inal):<br>8) |                 | untries <sup>1</sup> Acq<br>of<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D) (Instr.<br>3, 4 and 5) |  | Lirete Des<br>Expiration D<br>,(Aptionas)                                      | ୁର୍ବ୍ଦେଶ୍ର<br>ଜୁନ୍ଦୁ<br>ଜୁନ୍ଦୁ<br>ନାର୍ବ<br>ଜୁନ୍ଦୁ<br>କାର୍ବ<br>ଜୁନ୍ଦୁ<br>କାର୍ବ<br>ଜୁନ୍ଦୁ<br>କାର୍ବ<br>ଜୁନ୍ଦୁ<br>କାର୍ବ<br>ଜୁନ୍ଦୁ<br>କାର୍ବ<br>ଜୁନ୍ଦୁ<br>କାର୍ବ<br>ଜୁନ୍ତୁ<br>କାର୍ବ<br>ଜୁନ୍ତୁ<br>କାର୍ବ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ୍ତୁ<br>ଜୁନ<br>ଜୁନ<br>ଜୁନ<br>ଜୁନ<br>ଜୁନ<br>ଜୁନ<br>ଜୁନ<br>ଜୁନ<br>ଜୁନ<br>ଜୁ | or Beneficially<br>of Securities<br>Decorrities)<br>Derivative Security<br>(Instr. 3 and 4)                      |  | Orrige of<br>Derivative<br>Security<br>(Instr. 5)   | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br><del>Ownership</del><br>(Instr. 4)                |
|---|--|--|--|---|-----------------|---|--|--|--|--|--|---|--|--|--|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security            | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year)          | 4.<br>Transa<br>E086<br>8)                      | ction<br>Instr. | of<br>Deri<br>Seci<br>Acq<br>(A) (<br>Disp<br>of (E   | umber<br>urities<br>uired<br>or<br>oosed<br>0) (Instr.<br>and 5) | 6. Date Exercisable and<br>Expiration Date xpiration<br>Exercity Above Versite |  | Amount<br>7. Title and Amount<br>of Securities;<br>Hangerlying Shares<br>Derivative Security<br>(Instr. 3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4)                           |
|   |  |  |  | Code  | v               | (A)   | (D)  | Date<br>Exercisable  | Expiration<br>Date   | Title  | Amount<br>or<br>Number<br>of<br>Shares |   |  |  |  |
| Class B<br>Common<br>Stock                          | (2)  | 07/15/2020                                 |  | C <sup>(1)</sup>                                |                 |   | 4,697  | (2)  | (2)  | Class A<br>Common<br>Stock   | 4,697                                  | \$0.00  | 432,424  | I  | John C.<br>CLifford<br>and Katrina<br>M. Lake<br>Revocable<br>Trust dated<br>May 23,<br>2016 |
| Class B<br>Common<br>Stock                          | (2)  | 07/15/2020                                 |  | C <sup>(1)</sup>                                |                 |   | 9,722  | (2)  | (2)  | Class A<br>Common<br>Stock   | 9,722                                  | \$0.00  | 462,048  | I  | Katrina M.<br>Lake 2017<br>Irrevocable<br>Trust  |
| Class B<br>Common<br>Stock                          | (2)  | 07/15/2020                                 |  | C <sup>(1)</sup>                                |                 |   | 22,222   | (2)  | (2)  | Class A<br>Common<br>Stock   | 22,222                                 | \$0.00  | 10,640,013   | I  | Katrina M.<br>Lake<br>Revocable<br>Trust   |
| Class B<br>Common<br>Stock                          | (2)  | 07/16/2020                                 |  | C <sup>(1)</sup>                                |                 |   | 9,722  | (2)  | (2)  | Class A<br>Common<br>Stock   | 9,722                                  | \$0.00  | 452,326  | I  | Katrina M.<br>Lake 2017<br>Irrevocable<br>Trust  |
| Class B<br>Common<br>Stock                          | (2)  | 07/16/2020                                 |  | C <sup>(1)</sup>                                |                 |   | 22,222   | (2)  | (2)  | Class A<br>Common<br>Stock   | 22,222                                 | \$0.00  | 10,617,791   | I  | Katrina M.<br>Lake<br>Revocable<br>Trust   |
| Class B<br>Common<br>Stock                          | (2)  | 07/16/2020                                 |  | C <sup>(1)</sup>                                |                 |   | 4,697  | (2)  | (2)  | Class A<br>Common<br>Stock   | 4,697                                  | \$0.00  | 427,727  | I  | John C.<br>CLifford<br>and Katrina<br>M. Lake<br>Revocable<br>Trust dated<br>May 23,<br>2016 |
| Class B<br>Common<br>Stock                          | (2)  | 07/17/2020                                 |  | C <sup>(1)</sup>                                |                 |   | 9,722  | (2)  | (2)  | Class A<br>Common<br>Stock   | 9,722                                  | \$0.00  | 442,604  | I  | Katrina M.<br>Lake 2017<br>Irrevocable<br>Trust  |
| Class B<br>Common<br>Stock                          | (2)  | 07/17/2020                                 |  | C <sup>(1)</sup>                                |                 |   | 4,699  | (2)  | (2)  | Class A<br>Common<br>Stock   | 4,699                                  | \$0.00  | 423,028  | I  | John C.<br>Clifford<br>and Katrina<br>M. Lake<br>Revocable<br>Trust dated<br>May 23,<br>2017 |
| Class B<br>Common<br>Stock                          | (2)  | 07/17/2020                                 |  | C <sup>(1)</sup>                                |                 |   | 22,222   | (2)  | (2)  | Class A<br>Common<br>Stock   | 22,222                                 | \$0.00  | 10,595,569   | I  | Katrina M.<br>Lake<br>Revocable<br>Trust   |

## 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 Katrina M. Lake, Trustee of The Katrina M. Lake Revocable Trust dated May 23, 2016.

4. 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.

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 \$25.97 to \$26.69 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 \$26.64 to \$27.22 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 \$26.65 to \$27.175 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 \$26.62 to \$27.21 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 \$26.53 to \$27.45 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.

12. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$26.54 to \$27.45 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.

\*\* 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.