FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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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).

## STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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 Addres  Lake Katrina		Stitch Fix, Inc. [ SFIX ]								ck all applicable) Director	Director X 10% Owner			
(Last) (First) (Middle) 1 MONTGOMERY STREET, SUITE 1500					Date of Earliest Tran /15/2019	saction	ı (Mon	th/Day/Year)	X Officer (give title Other (specify below) below)  Chief Executive Officer					
(Street) SAN FRANCISCO (City)	CA (State)	94104 (Zip)		4. If	f Amendment, Date	of Orig	inal Fi	led (Month/Day	//Year)		6. Ind Line)	ividual or Joint/Grou Form filed by On Form filed by Mo Person	e Reporting Per	son
(City)	(State)		Non-Deriva	ative	e Securities A	cauire	ed. D	isposed of	f. or B	enefi	cially	Owned		
1. Title of Security	(Instr. 3)		2. Transaction Date (Month/Day/Yea		2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired Disposed Of (D) (Instr.		I (A) or . 3, 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Class A Commo	n Stock					Code	V	Amount	(A) or (D)	Price		(Instr. 3 and 4)	D	
Class A Common			07/15/201	19		C <sup>(3)</sup>		28,333(1)	A	\$	60	28,333	I	Katrina M. Lake Revocable Trust <sup>(4)</sup>
Class A Common	n Stock		07/15/201	19		C(3)		5,000(1)	A	\$	60	5,000	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(5)</sup>
Class A Common	n Stock		07/15/201	19		S <sup>(6)</sup>		28,333	D	\$27	7.56	0	I	Katrina M. Lake Revocable Trust <sup>(4)</sup>
Class A Common	n Stock		07/15/201	19		S <sup>(6)</sup>		5,000	D	\$27	7.56	0	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(5)</sup>
Class A Commo	n Stock		07/16/203	19		C(3)		5,000(1)	A	\$	60	5,000	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(5)</sup>
Class A Commo	n Stock		07/16/201	19		C <sup>(3)</sup>		28,333(1)	A	\$	60	28,333	I	Katrina M. Lake Revocable Trust <sup>(4)</sup>

1. Title of S		2. Transac Date (Month/Da		2A. Deemed Execution Date, if any (Month/Day/Year)		ate,	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			Securities Beneficia Owned Fe	5. Amount of Securities Beneficially Owned Following		ct In ect Be	7. Nature of Indirect Beneficial Ownership		
								Code V		Amount	(A) or (D) Price		Reported Transacti (Instr. 3 a	Transaction(s) (Instr. 3 and 4)		("	(Instr. 4)	
Class A C		07/16/	2019				S <sup>(6)</sup>		5,000 <sup>(7)</sup>	D	\$28.2605	5 (	0	I	C au K M R T da M	ohn C. Clifford nd Catrina M. Lake Levocable Trust ated May 23, 016 <sup>(5)</sup>		
Class A C		07/16/2	2019				S <sup>(6)</sup>		28,333(8)	D	\$28.256		0	I	N R	Katrina 1. Lake Levocable Trust <sup>(4)</sup>		
Class A Common Stock				07/17/:	/2019				C <sup>(3)</sup>		5,000(1)	А	\$0	5,0	000	I	C au K M R T da M	ohn C. Clifford nd Catrina M. Lake Levocable Trust ated May 23, 016 <sup>(5)</sup>
Class A Common Stock				07/17/	2019				C <sup>(3)</sup>		28,334 <sup>(1)</sup>	A	\$0	28,334		I	N R	Katrina M. Lake Revocable Trust <sup>(4)</sup>
Class A Common Stock				07/17/:	/17/2019				S <sup>(6)</sup>		5,000(9)	D	\$28.97	(	0	I	C au K M R T da M	ohn C. Clifford nd Catrina 1. Lake Levocable Trust ated 1ay 23, 016 <sup>(5)</sup>
Class A C		07/17/	/17/2019				S <sup>(6)</sup>		28,334 <sup>(10)</sup>	D	\$28.9687	7 0		I	M R	Katrina M. Lake Levocable Trust <sup>(4)</sup>		
		٦	Table II								sposed of, , convertib			Owned				
1. Title of Derivative Security (Instr. 3)	2. 3. Transaction 3A. Deemed 4. Execution Date, Trans		Transa Code (	5. Number of		ative ities ired sed (Instr.	Expira	te Exer ation E th/Day/		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Numb derivativ Securitie Benefici Owned Followin Reporte Transaci (Instr. 4)	ve Owi es Fori ially Dire or li ng (I) (I et	nership m: ect (D) ndirect Instr. 4)	11. Nature of Indirec Beneficia Ownershi (Instr. 4)		
					Code	v	(A) (	(D)	Date Exerc	cisable	Expiration Date	Title	Amount or Number of Shares					
Class B Common Stock	(1)								(1)		(1)	Class A Common Stock	0	675,		)32 I		Katrina M Lake 2017 Irrevocabl Trust <sup>(2)</sup>
Class B Common	(1)	07/15/2019		C(3)				28,333	(1)		(1)	Class A Common Stock 28,333		\$0	11,561	1,862	I	Katrina M Lake Revocable

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

	Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)														
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8) 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			vative urities uired or oosed O) (Instr.	6. Date Exerc Expiration Da (Month/Day/\)	ate	7. Title and of Securit Underlying Derivative (Instr. 3 ar	ies g Security	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			Date Exercisable	Expiration Date	Amount or Number of Shares					
Class B Common Stock	(1)	07/15/2019		C <sup>(3)</sup>			5,000	(1)	(1)	Class A Common Stock	5,000	\$0	605,772	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(5)</sup>
Class B Common Stock	(1)	07/16/2019		C <sup>(3)</sup>			28,333	(1)	(1)	Class A Common Stock	28,333	\$0	11,533,529	I	Katrina M. Lake Revocable Trust <sup>(4)</sup>
Class B Common Stock	(1)	07/16/2019		C <sup>(3)</sup>			5,000	(1)	(1)	Class A Common Stock	5,000	\$0	600,772	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(5)</sup>
Class B Common Stock	(1)	07/17/2019		C <sup>(3)</sup>			5,000	(1)	(1)	Class A Common Stock	5,000	\$0	595,772	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(5)</sup>
Class B Common Stock	(1)	07/17/2019		C <sup>(3)</sup>			28,334	(1)	(1)	Class A Common Stock	28,334	\$0	11,505,195	I	Katrina M. Lake Revocable Trust <sup>(4)</sup>

## **Explanation of Responses:**

- 1. 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.
- 2. The shares are held by Katrina M, Lake, Trustee of The Katrina M. Lake 2017 Irrevocable Trust.
- 3. Represents the conversion of Class B Common Stock into Class A Common Stock held of record by the Reporting Person.
- 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 John C. Clifford and Katrina M. Lake, Trustees of the John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016.
- 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 \$27.93 to \$28.65 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 \$27.94 to \$28.77 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 \$28.67 to \$29.30 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 \$28.66 to \$29.33 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.

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

07/17/2019

\*\* 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.