FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| | OMB APPROVAL | | | | | | | | | |
|---|--------------------------|-----------|--|--|--|--|--|--|--|--|
| | OMB Number: | 3235-0287 | | | | | | | | |
| | 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 S | Section | on 30(h) d | of the | Investm | ent Co | ompany Act | of 1940 |) | | | | | | |
|--|--|--|--|---|--|------------------|--|--------|--|---------------------|--------------------|-----------------------|---|---------|---|---|--------------------------------------|--|---|
| Name and Address of Reporting Person* Darling Scott | | | | 2. Issuer Name and Ticker or Trading Symbol Stitch Fix, Inc. [SFIX] | | | | | | | | | elationship o eck all applio Directo | able) | g Pers | son(s) to Iss | | | |
| | | | | | | | | | | | | | | | Officer | (give title | | Other (s | |
| (Last) (First) (Middle) | | | | | 3. Date of Earliest Transaction (Month/Day/Year) | | | | | | | | | below) | w) hief Legal Offic | | below) er & Secr. | | |
| C/O STITCH FIX, INC. | | | | 12/07/2020 | | | | | | | | | | | | | | | |
| 1 MONTGOMERY STREET, SUITE 1500 | | | | | | | | | | | | | | | | | | | |
| (Street) SAN CA 94104 | | | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | | Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person | | | | | | |
| | | | | | | | | | | | | - 1 | | | | | | | |
| FRANCI | SCO C. | A | 94104 | | | | | | | | | | | | Form filed by More than One Reporting Person | | | | |
| (City) | (S | tate) | (Zip) | | | | | | | | | | | | | | | | |
| | Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned | | | | | | | | | | | | | | | | | | |
| 1. Title of Security (Instr. 3) 2. Transa Date (Month/D | | | | eay/Year) Execution | | Execution if any | A. Deemed xecution Date, any //onth/Day/Year) | | 3. Transaction Code (Instr. 8) 4. Securit Disposed 5) | | ities Acc | quired (Instr. | (A) or 3, 4 and | | es ally following | Form (D) o | n: Direct or Indirect nstr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) | |
| | | | | | | | | | Code | v | Amount | (A) or (D) | | Price | Reported Transact (Instr. 3 | tion(s) | | | |
| Class A Common Stock 12/09/ | | | | | /2020 | | Α | | 18,648 | 48 ⁽¹⁾ A | | \$ <mark>0</mark> | 74 | 74,684 | | D | | | |
| | 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 Da if any (Month/Day/Y | Co | ransaction ode (Instr. | | | | 6. Date Exercisable Expiration Date (Month/Day/Year) | | te | of Securities | | ecurity | 8. Price of Derivative Security (Instr. 5) | 9. Number derivative Securities Beneficial Owned Following Reported Transactic (Instr. 4) | e S Illy | 10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | Beneficial Ownership t (Instr. 4) |
| | | | | Co | ode | v | (A) | (D) | Date Exercisa | able | Expiration Date | Title | O N O | lumber | | | | | |
| Employee Stock Option (Right to Buy) | \$56.05 | 12/09/2020 | | | A | | 37,152 | | (2) | | 12/08/2030 | Class Comm Stoc | non 3 | 7,152 | \$0 | 37,152 | 2 | D | |

Explanation of Responses:

- 1. 1/12th of the shares subject to the restricted stock units will vest on 12/16/2020 and 1/12th of the total number of restricted stock units will vest quarterly thereafter. All vesting is subject to the Reporting Person's continuous service through the applicable vesting date.
- 2. 1/36th of the shares subject to the option will vest on 1/9/2021 and 1/36th of the total number of options will vest monthly thereafter. All vesting is subject to the Reporting Person's continuous service throughthe applicable vesting date.

Remarks:

/s/ Scott Darling

12/11/2020

dv.

** 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.