SEC Form 4	
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## FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

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

### OMB APPROVAL OMB Number: 3235-0287

	Estimated average burden		
l	hours per response:		0.5

1. Name and Address of Reporting Person <sup>*</sup> Lake Katrina			2. Issuer Name <b>and</b> Ticker or Trading Symbol <u>Stitch Fix, Inc.</u> [SFIX]	(Checl	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)						
	-				Director	Х	10% Owner				
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year)	- x	Officer (give title below)		Other (specify below)				
ONE MONTGOMERY TOWER SUITE 1500			04/15/2019		Chief Executive Officer						
(Street) SAN FRANCISCO	CA	94104	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Indi Line) X	vidual or Joint/Group Form filed by One	0.					
(City)	(State)	(Zip)	-		Form filed by Mo Person	e than (	One Reporting				

#### 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. Transaction Code (Instr. 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
			Code	v	Amount	(A) or (D)	Price	Transaction(s) (Instr. 3 and 4)		(Instr. 4)
Class A Common Stock	04/15/2019		C <sup>(1)</sup>		28,333 <sup>(2)</sup>	A	\$0	28,333	I	Katrina M. Lake Revocable Trust <sup>(3)</sup>
Class A Common Stock	04/15/2019		C <sup>(1)</sup>		<b>5,000</b> <sup>(2)</sup>	А	\$0	5,000	Ι	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(4)</sup>
Class A Common Stock	04/15/2019		S <sup>(5)</sup>		28,333 <sup>(6)</sup>	D	\$26.4883	0	I	Katrina M. Lake Revocable Trust <sup>(3)</sup>
Class A Common Stock	04/15/2019		S <sup>(5)</sup>		<b>5,000</b> <sup>(7)</sup>	D	\$26.5629	0	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(4)</sup>
Class A Common Stock	04/16/2019		C <sup>(1)</sup>		28,333 <sup>(2)</sup>	A	\$0	28,333	I	Katrina M. Lake Revocable Trust <sup>(3)</sup>
Class A Common Stock	04/16/2019		C <sup>(1)</sup>		<b>5,000</b> <sup>(2)</sup>	А	\$0	5,000	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(4)</sup>

1 Title of	Security (Ins		le I - No	. Transact		2A. D			3.		4. Securities			5. Amoun		6. Owne	rshin 1	. Nature of
1. Little of 3	Security (Ins	(r. 3)	Di	. Transaci Date Month/Day		Exect if any	ution		3. Transa Code ( 8)		4. Securities Disposed Of	(D) (Instr. :	(A) or 3, 4 and 5)	5. Amoun Securities Beneficia Owned Fo Reported	s Ily ollowing	Form: D (D) or In (I) (Instr	irect I direct E 4) (	ndirect Beneficial Dwnership Instr. 4)
									Code	v	Amount	(A) or (D)	Price	Transacti (Instr. 3 a	on(s)		ľ	
Class A Common Stock				04/16/2				S <sup>(5)</sup>		28,333 <sup>(8)</sup>	D	\$25.9337	0	)	I	1	Katrina M. Lake Revocable Frust <sup>(3)</sup>	
Class A Common Stock				04/16/2	2019				S <sup>(5)</sup>		5,000 <sup>(9)</sup>	D	\$25.9895	0	)	I		John C. Clifford and Katrina M. Lake Revocable Frust dated May 23, 2016 <sup>(4)</sup>
Class A (	Common St	ock		04/17/2	2019				C <sup>(1)</sup>		28,334 <sup>(2)</sup>	A	\$0	28,3	334	Ι		Katrina M. Lake Revocable Frust <sup>(3)</sup>
Class A Common Stock				04/17/2	2019		C <sup>(1)</sup>		5,000 <sup>(2)</sup>	А	\$0	5,0	00	Ι		John C. Clifford and Katrina M. Lake Revocable Frust dated May 23, 2016 <sup>(4)</sup>		
Class A (	Common St	ock		04/17/2	2019				S <sup>(5)</sup>		28,334(10)	D	\$26.0787	0	)	I	1	Katrina M. Lake Revocable Frust <sup>(3)</sup>
Class A (	Common St	ock		04/17/2	2019				S <sup>(5)</sup>		5,000(11)	D	\$26.2951	0	)	I		John C. Clifford and Katrina M. Lake Revocable Trust lated May 23, 2016 <sup>(4)</sup>
											sposed of,			Owned				
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deeme Execution if any (Month/Da	ed 1 Date,	4. Transa Code ( 8)	ction	5. No of Deri Seco Acq (A) o Disp of (E	umber vative urities uired	S, Options 6. Date Exe Expiration (Month/Day		6. Date Exercisable and Expiration Date (Month/Day/Year)				9. Numb derivativ Securitie Benefici Owned Followin Reporte Transact (Instr. 4)	tive Owners ties Form: cially Direct or d or India ring (I) (Inst ted uction(s)		Beneficia Ownersh (Instr. 4)
					Code	v	(A)	(D)	Date Exerc	isable	Expiration Date	Title	Amount or Number of Shares					
Class B Common Stock	(2)	04/15/2019			<b>C</b> <sup>(1)</sup>			28,333	(	2)	(2)	Class A Common Stock	28,333	\$0	11,142	,199	I	Katrina M Lake Revocabl Trust <sup>(3)</sup>
Class B Common Stock	(2)	04/15/2019			C <sup>(1)</sup>			5,000	(	2)	(2)	Class A Common Stock	5,000	\$0	650,7	772	Ι	John C. Clifford and Katri M. Lake Revocabl Trust date May 23, 2016 <sup>(4)</sup>

	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. Transa Code ( 8)		of Deri Sec Acq (A) o Disp of (E	umber vative urities uired or oosed 0) (Instr. and 5)	6. Date Exerc Expiration D (Month/Day/)	ate	7. Title an of Securit Underlyin Derivative (Instr. 3 ar	ies Derivative g Security 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)	04/16/2019		C <sup>(1)</sup>			28,333	(2)	(2)	Class A Common Stock	28,333	\$0	11,113,866	I	Katrina M. Lake Revocable Trust <sup>(3)</sup>
Class B Common Stock	(2)	04/16/2019		C <sup>(1)</sup>			5,000	(2)	(2)	Class A Common Stock	5,000	\$0	645,772	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(4)</sup>
Class B Common Stock	(2)	04/17/2019		C <sup>(1)</sup>			28,334	(2)	(2)	Class A Common Stock	28,334	\$0	11,085,532	I	Katrina M. Lake Revocable Trust <sup>(3)</sup>
Class B Common Stock	(2)	04/17/2019		C <sup>(1)</sup>			5,000	(2)	(2)	Class A Common Stock	5,000	\$0	640,772	I	John C. Clifford and Katrina M. Lake Revocable Trust dated May 23, 2016 <sup>(4)</sup>

#### 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. Shares disposed of pursuant to a previously established Rule 10b5-1 plan.

6. The reported price in Column 4 is a weighted average sale price. These shares were sold in multiple transactions at prices ranging from \$26.29 to \$26.78 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.

7. 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 \$26.62 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 \$25.64 to \$26.16 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 \$25.62 to \$26.16 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 \$25.77 to \$26.50 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 \$25.92 to \$26.49 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-04/17/2019

Fact for Katrina Lake 04

\*\* Signature of Reporting Person

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.

on Date