

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

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person HEYER ANDREW R		2. Issuer Name and Ticker or Trading Symbol Lovesac Co [LOVE]		5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input checked="" type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below)	
(Last) (First) (Middle) C/O MISTRAL EQUITY PARTNERS, 650 FIFTH AVENUE, 10TH FLOOR		3. Date of Earliest Transaction (Month/Day/Year) 06/29/2018			
(Street) NEW YORK, NY 10019		4. If Amendment, Date Original Filed(Month/Day/Year)		6. Individual or Joint/Group Filing(Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person	
(City) (State) (Zip)		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 Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock, par value \$0.00001	06/29/2018		C		409,502	A	(1)	409,502	I	See Footnotes (2) (8)
Common Stock, par value \$0.00001	06/29/2018		C		464,266	A	(1)	464,266	I	See Footnotes (3) (8)
Common Stock, par value \$0.00001	06/29/2018		C		261,918	A	(1)	261,918	I	See Footnotes (4) (8)
Common Stock, par value \$0.00001								6,000,000 (5)	I	See Footnotes (6) (8)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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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)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Warrant to Purchase Common Stock	\$ 16 (7)						05/30/2017	06/29/2021 (7)	Common Stock	187,500 (7)		187,500	I	See footnotes (2) (8)
Warrant to Purchase Common Stock	\$ 16 (7)						05/30/2017	06/29/2021 (7)	Common Stock	225,000 (7)		225,000	I	See footnotes (3) (8)
Warrant to Purchase Common Stock	\$ 16 (7)						10/19/2017	06/29/2021 (7)	Common Stock	185,500 (7)		185,500	I	See footnotes (4) (8)
Series A Convertible Preferred Stock, par value \$0.00001	(1)	06/29/2018		C		300,000	(1)	(1)	Common Stock	409,502 (1)	(1)	0	I	See footnotes (2) (8)

Series A Convertible Preferred Stock, par value \$0.00001	(1)	06/29/2018		C			360,000	(1)	(1)	Common Stock	464,266 (1)	(1)	0	I	See footnotes (3) (8)
Series A-2 Convertible Preferred Stock, par value \$0.00001	(1)	06/29/2018		C			212,000	(1)	(1)	Common Stock	261,918 (1)	(1)	0	I	See footnotes (4) (8)

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
HEYER ANDREW R C/O MISTRAL EQUITY PARTNERS 650 FIFTH AVENUE, 10TH FLOOR NEW YORK, NY 10019	X	X		

Signatures

/s/ Andrew R. Heyer	07/20/2018
<small>Signature of Reporting Person</small>	<small>Date</small>

Explanation of Responses:

* 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).

Immediately prior to the close of the Issuer's initial public offering on June 29, 2018, the preferred stock, along with the aggregate accrued or accumulated and unpaid dividends thereon, converted (1) into shares of the Issuer's common stock at a conversion price determined in accordance with the terms of the certificate of designations of each series of preferred stock, after giving effect to a 1 for 2.5 reverse stock split that became effective on June 27, 2018.

(2) These shares are held by Mistral Sac Holdings, LLC ("MSH"). Mr. Heyer indirectly has sole investment and dispositive power over these securities.

(3) These shares are held by Mistral Sac Holdings 3, LLC ("MSH3"). Mr. Heyer indirectly has sole investment and dispositive power over these securities.

(4) These shares are held by Mistral Sac Holdings 4, LLC ("MSH4"). Mr. Heyer indirectly has sole investment and dispositive power over these securities.

(5) Reflects a 1 for 2.5 reverse stock split that became effective on June 27, 2018.

(6) These shares are held by SAC Acquisition LLC ("SAC"). Mr. Heyer indirectly has sole investment and dispositive power over these shares.

Pursuant to the terms of each warrant, upon the close of the Issuer's initial public offering on June 29, 2018, and after giving effect to a 1 for 2.5 reverse stock split that became effective on June 27, 2018, each warrant automatically adjusted as follows: (i) the exercise price was adjusted to be equal to the purchase price or deemed purchase price per share of common stock in the Issuer's initial public offering, and (ii) the expiration date of each warrant was adjusted to be June 29, 2021, three years from the close of the Issuer's initial public offering.

(8) By reason of the provisions of Rule 16a-1 of the Exchange Act, Mr. Heyer may be deemed to be beneficial owners of certain of the securities that are deemed to be beneficially owned by SAC, MSH, MSH3 and MSH4. Mr. Heyer disclaims beneficial ownership of the securities owned by SAC, MSH, MSH3 and MSH4, except to the extent of Mr. Heyer's pecuniary interest therein.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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