FORM 4

(Print or Type Responses)

UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

OMB APPROVAL
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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

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) X Director 10% Owner							
(Last) (First) (Middle) C/O THE LOVESAC COMPANY, TWO LANDMARK SQUARE, SUITE 300				3. Date of Earliest Transaction (Month/Day/Year) 06/29/2021								r (give title belo	w)	Other (specify	below)	
(Street) STAMFORD, CT 06901				4. If Amendment, Date Original Filed(Month/Day/Year)							6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person 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)		ZA. Deemed Execution Date, if any (Month/Day/Year)		3. Transac Code (Instr. 8)	(A) or D		ities Acquired bisposed of (D) , 4 and 5) (A) or				6. Ownership Form: Direct (D) or Indirect (I)	of It Ben Owr	7. Nature of Indirect Beneficial Ownership (Instr. 4)				
							Code	V	Amount	(D)	Price				(Instr. 4)		
Common value	n stock, \$0.	00001 par	06/29/2	2021			S		18,918	D	\$ 80	555,248	}		I	See foo	tnotes
Common	n stock, \$0.	00001 par	06/29/2	2021			S		13,700	D	\$ 80	541,548	}		I	See foo	tnotes
Common	n stock, \$0.	00001 par	06/30/2	2021			S		21,302	D	\$ 80.44 (3)	520,246	,		I	See foo	tnotes
Common	n stock, \$0.	00001 par	06/30/2	2021			S		15,426	D	\$ 80.44 (3)	504,820)		I	See foo	otnotes
Common	n stock, \$0.	00001 par	06/30/2	2021			S		234	D	\$ 81.13 (3)	504,586	,		I	See foo	tnotes
Common	n stock, \$0.	00001 par	06/30/2	2021			S		169	D	\$ 81.13 (3)	504,417	1		I	See foo	tnotes
Common stock, \$0.00001 par value											161,725	j		D (5)			
Common	ı stock, \$0.	00001 par										38,287			I	See foo	otnote
Reminder:	Report on a s	separate line f	or each cl	Table II -	Derivativo	e Securit	ties Acquir	Per con the	sons wh tained ir form dis	o responding this splays	form ar a curre	e not requently valid	ction of inf uired to res OMB con	pond unl	ess	C 1474	4 (9-02)
1. Title of	2	3. Transactio	on 3/	A. Deemed	(e.g., puts,	, calls, w	arrants, op		s, convert Date Exerc) Fitle and	8 Price of	9. Number	of 10.		11. Natur
I. Title of Derivative Security (Instr. 3)		3. Transaction Date (Month/Day)	/Year) Ex	xecution Da	ate, if Tra	de	Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	and (Me	Jate Exerc Expiration Expiration on the Day/	n Date	Am Und Sec	ount of derlying curities str. 3 and		9. Number Derivative Securities Beneficiall Owned Following Reported Transactio (Instr. 4)	Owner Form of Deriva Securit Direct or Indi	rship of tive ty: (D) rect	of Indirect Beneficia Ownershi (Instr. 4)

		Code	v	(A)		Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
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Reporting Owners

	Relationships							
Reporting Owner Name / Address	Director	10% Owner	Officer	Other				
HEYER ANDREW R C/O THE LOVESAC COMPANY TWO LANDMARK SQUARE, SUITE 300 STAMFORD, CT 06901	X							

Signatures

/s/ Andrew R. Heyer	07/01/2021
**Signature of Reporting Person	Date

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).
- (1) Represents shares sold by Mistral Equity Partners, LP ("MEP, LP").
- (2) Represents shares sold by Mistral Equity Partners QP, LP ("Mistral QP" and together with MEP, LP and MEP Co-Invest, LLC, the "Mistral Funds"). The sales reported in this Form 4 were effected pursuant to a Rule 10b5-1 plan adopted by the Mistral Funds on October 19, 2020.
- The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from (a) with respect to the weighted average price of \$80.44: \$80.00 to \$80.98; and (b) with respect to the weighted average price of \$81.13: \$81.00 to \$81.25. The reporting persons undertake to provide to The Lovesac Company, any security holder of The Lovesac Company, 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 ranges set forth in footnote (3).
- By reason of the provisions of Rule 16a-1 of the Exchange Act, Mr. Heyer may be deemed to have beneficial ownership of certain of the securities that are beneficially (4) owned by the Mistral Funds, Mistral Sac Holdings 3, LLP ("MSH3") and Mistral Sac Holdings 4, LLP ("MSH4"). Each of the Mistral Funds is controlled by Mr. Heyer. Mr. Heyer disclaims beneficial ownership of the securities owned by MSH3, MSH4 and the Mistral Funds, except to the extent of Mr. Heyer's pecuniary interest therein.
- (5) These shares are owned directly by Andrew S. Heyer.
- (6) These shares are held by Heyer Investment Management, LLC and Andrew R. Heyer 2007 Associates, L.P., each of which Mr. Heyer controls.

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

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.