(Print or Type Responses)

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

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5. Relationship of Reporting Person(s) to Issuer

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 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 <b>and</b> 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) 12/27/2021							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)	Т	Table I - Non-Derivative Securities Acqu					uired, 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)	Code (Instr. 8)	etion	(A) or D	ities Acquired pisposed of (D) , 4 and 5)		5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)		Form: Direct (D)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
					Code	V	Amount		Price				(Instr. 4)		
Common	stock, \$0.	00001 par	12/27/2021		S		10,901	D	\$ 68.15 (3)	234,051			I	See footnotes	
Common	stock, \$0.	00001 par	12/27/2021		S		2,949	D	\$ 68.15	231,102			I	See footnotes (2) (4)	
Common	n stock, \$0.	00001 par	12/28/2021		S		2,125	D	\$ 68.29 (3)	228,977	,		I	See footnotes (1) (4)	
Common	stock, \$0.	00001 par	12/28/2021		S		575	D	\$ 68.29 (3)	228,402			I	See footnotes (2) (4)	
Common	stock, \$0.	00001 par	12/29/2021		S		3,003	D	\$ 67.21	225,399	)		I	See footnotes (1) (4)	
Common	n stock, \$0.	00001 par	12/29/2021		S		813	D	\$ 67.21 (3)	224,586			I	See footnotes (2) (4)	
Common	stock, \$0.	00001 par								161,725			D (5)		
Common	n stock, \$0.	00001 par								38,287			I	See footnote (6)	
Reminder:	Report on a s	separate line f	for each class of secu	urities beneficially o	owned direc	Per cor	rsons wh ntained in	o res n this	form ar	e not requ	ction of inf uired to res OMB cont	pond unl	ess	C 1474 (9-02)	
			Table II -	Derivative Securion (e.g., puts, calls, w											
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day)	(Year) Execution D		Transaction Code of and Expiration Date (Month/Day/Year) Amount of Underlying Secu		8. Price of Derivative Security (Instr. 5)	9. Number Derivative Securities Beneficiall Owned Following Reported Transactio (Instr. 4)	Owner Form of Deriva Securit Direct or Indi	tive Ownershi (Instr. 4) (D) rect					

	Code	V	(A)	(D)	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	12/29/2021
**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").
  - The price reported in Column 4 is a weighted average price. With respect to the weighted average price of (i) \$68.15, these shares were sold in multiple transactions at prices ranging from \$68.00 to \$68.74; (ii) \$68.29, these shares were sold in multiple transactions at prices ranging from \$68.00- \$68.73; and (iii) \$67.21, these shares were sold in
- (3) multiple transactions at prices ranging from \$67.21 to \$68.24. The reporting person undertakes 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 MEP, LP, Mistral QP and MEP Co-Invest, LLC, (together, the "Mistral Funds"). Each of the Mistral Funds is controlled by Mr. Heyer. Mr. Heyer disclaims beneficial ownership of the securities owned by the Mistral Funds, except to the extent of Mr. Heyer's pecuniary interest therein.
- (5) These shares are owned directly by Andrew R. 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.