

OMB Number:	3235-0287
Estimated average burden hours per response:	0.5

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

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person * <u>HEYER ANDREW R</u> (Last) (First) (Middle) <u>C/O THE LOVESAC COMPANY</u> <u>TWO LANDMARK SQUARE, SUITE 300</u> (Street) <u>STAMFORD CT 06901</u> (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Lovesac Co [LOVE]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner Officer (give title below) Other (specify below)
	3. Date of Earliest Transaction (Month/Day/Year) <u>09/15/2023</u>	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person

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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock, par value \$0.00001	09/15/2023		P ⁽¹⁾		1,089	A	\$21.74	228,383	D	
Common Stock, par value \$0.00001	09/15/2023		P ⁽²⁾		1,089	D	\$21.74	0	I	By Mistral Equity Partners, LP ⁽⁵⁾
Common Stock, par value \$0.00001	09/15/2023		P ⁽³⁾		2,679	A	\$21.74	231,062	D	
Common Stock, par value \$0.00001	09/15/2023		P ⁽⁴⁾		2,679	D	\$21.74	0	I	By Mistral Equity Partners QP, LP ⁽⁵⁾
Common Stock, par value \$0.00001								1,000	I	By Charlotte Heyer Trust ⁽⁵⁾
Common Stock, par value \$0.00001								1,000	I	By Daniel Heyer Trust ⁽⁵⁾
Common Stock, par value \$0.00001								1,000	I	By Eleanor Heyer Trust ⁽⁵⁾
Common Stock, par value \$0.00001								1,000	I	By Georgina Heyer Trust ⁽⁵⁾
Common Stock, par value \$0.00001								1,000	I	By Max Heyer Trust ⁽⁵⁾
Common Stock, par value \$0.00001								2,000	I	By Harris Heyer Trust ⁽⁵⁾
Common Stock, par value \$0.00001								2,000	I	By James Heyer Trust ⁽⁵⁾
Common Stock, par value \$0.00001								2,000	I	By Peter Justin Heyer Trust ⁽⁵⁾
Common Stock, par value \$0.00001								2,000	I	By William Heyer Trust ⁽⁵⁾

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								5,000	I	By Heyer Family Foundation ⁽⁵⁾
Common Stock, par value \$0.00001								3,000	I	By Heyer Charitable Lead Annuity Trust ⁽⁵⁾
Common Stock, par value \$0.00001								35,282	I	By Heyer Investment Management, LLC ⁽⁵⁾
Common Stock, par value \$0.00001								19,891	I	By Andrew R. Heyer 2007 Associates, L.P. ⁽⁵⁾
Common Stock, par value \$0.00001								1,749	I	By MEP Co-Invest, LLC ⁽⁵⁾

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 Securities Underlying Derivative Security (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: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					

Explanation of Responses:

1. Represents shares purchased by Mr. Heyer from Mistral Equity Partners, LP.
2. Represents shares sold by Mistral Equity Partners, LP to Mr. Heyer.
3. Represents shares purchased by Mr. Heyer from Mistral Equity Partners QP, LP.
4. Represents shares sold by Mistral Equity Partners QP, LP to Mr. Heyer.
5. The reporting person may be deemed to have or share beneficial ownership of these securities. The reporting person disclaims beneficial ownership of such securities, except to the extent of his pecuniary interest therein, and this report shall not be deemed an admission that the reporting person is the beneficial owner of the securities for purposes of Section 16 of the Securities Exchange Act of 1934, as amended or for any other purpose.

/s/ Andrew R. Heyer

09/19/2023

** 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.