

OMB APPROVAL	
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**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP**

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

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* <u>Wilson Jill</u>  (Last) (First) (Middle) 3438 PEACHTREE ROAD NE SUITE 1800  (Street) ATLANTA GA 30326  (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>CARTERS INC [ CRI ]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner X Officer (give title below) Other (specify below) <u>SVP HR and Talent Development</u>
	3. Date of Earliest Transaction (Month/Day/Year) 05/02/2017	
	4. If Amendment, Date of 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

**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	05/02/2017		S		2,513 <sup>(1)</sup>	D	\$92.1 <sup>(2)</sup>	19,602 <sup>(3)</sup>	D	
Common Stock	05/02/2017		G		824	A	\$0	18,778 <sup>(3)(4)</sup>	D	
Common Stock	05/02/2017		M		1,775 <sup>(1)</sup>	A	\$28.44	20,553 <sup>(3)</sup>	D	
Common Stock	05/02/2017		S		1,775 <sup>(1)</sup>	D	\$92.1062 <sup>(5)</sup>	18,778 <sup>(3)</sup>	D	

**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	Title	Amount or Number of Shares				
Option (right to buy)	\$28.44	05/02/2017		M		1,775 <sup>(1)</sup>		02/24/2012 <sup>(6)</sup>	02/24/2021	Common Stock	1,775	\$0	2,000	D	

**Explanation of Responses:**

- The transaction reported in this Form 4 was effectuated pursuant to a Rule 10b5-1 trading plan.
- This is a weighted average price. The shares were sold in multiple trade executions at prices ranging from \$92.05 to \$92.17, inclusive. Upon request by the Commission staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price.
- Some of these shares are restricted shares that are subject to either time-vesting or performance-based restrictions.
- The transaction reported involved a gift by the reporting person of shares of common stock to a charitable donor advised fund.
- This is a weighted average price. The shares were sold in multiple trade executions at prices ranging from \$92.05 to \$92.16, inclusive. Upon request by the Commission staff, the Issuer, or a security holder of the Issuer, the Reporting Person will provide full information regarding the number of shares sold at each separate price.
- These options are all exercisable.

**Remarks:**

/s/Michael C. Wu, Attorney-in-Fact 05/04/2017

\*\* 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.