Instruction 1(b).

FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

| Washington, I | D.C. 20549 |  |
|---------------|------------|--|
|---------------|------------|--|

|                                 | STATEMENT OF CHANGES IN BENEFICIAL | <b>OWNERSHIP</b> |
|---------------------------------|------------------------------------|------------------|
| to Section 16. Form 4 or Form 5 |                                    |                  |
| obligations may continue. See   |                                    |                  |

| OMB APP                  | ROVAL |  |  |  |  |  |  |  |
|--------------------------|-------|--|--|--|--|--|--|--|
| OMB Number: 3235-02      |       |  |  |  |  |  |  |  |
| Estimated average burden |       |  |  |  |  |  |  |  |
| hours per response       | : 0.5 |  |  |  |  |  |  |  |

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* PRICE GRETCHEN W  |       |         |                 |          | 2. Issuer Name and Ticker or Trading Symbol CARTERS INC [ CRI ]          |      |  |        |                        |  |                     |   | ck all app                                   | tor  | ng Pei   | 10% O                            | wner   |         |  |
|--|-------|---------|-----------------|----------|--|------|--|--------|------------------------|--|---------------------|---|--|--|--|----------------------------------|--|---------|--|
| (Last)<br>3438 PE.   | (Fir  | st) (t  | Middle)         |          | 3. Date of Earliest Transaction (Month/Day/Year) 05/14/2020              |      |  |        |                        |  |                     |   |  | Office<br>below  | er (give title<br>v)                                     |                                  | Other (<br>below)  | specify |  |
| SUITE 1800   |       |         |                 | 4. If A  | 4. If Amendment, Date of Original Filed (Month/Day/Year)                 |      |  |        |                        |  |                     | 6. Individual or Joint/Group Filing (Check Applicable Line)       |  |  |  |                                  |  |         |  |
| (Street)   | ΓΑ GΑ | Λ 3     | 0326            |          |  |      |  |        |                        |  |                     |   |  | X  | _  | filed by On<br>filed by Mo<br>on |  | Ü       |  |
| (City)   | (St   | ate) (Z | Zip)            |          |  |      |  |        |                        |  |                     |   |  |  |  |                                  |  |         |  |
|  |       | Table   | I - No          | n-Deriva | ative S  | Secu | rities   | Acq    | uired,                 | Dis  | posed of            | , or E  | 3ene   | ficial   | ly Own   | ed                               |  |         |  |
| 1. Title of Security (Instr. 3)  2. Transac Date (Month/Da |       |         | Execution Date, |          | 3.<br>Transaction<br>Code (Instr.<br>8) 4. Securitie<br>Disposed C<br>5) |      |  |        | , 4 and Secur<br>Benef |  | cially<br>Following | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) |  | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4)  |  |                                  |  |         |  |
|  |       |         |                 |          |  | Code | v  | Amount | (A)<br>(D)             | or   | Price               | Transa  | saction(s)<br>r. 3 and 4)                    |  |  | (iiisti. 4)                      |  |         |  |
| Common   | Stock |         |                 | 05/14/   | 2020   |      |  |        | A                      |  | 1,942(1)            |   | A  | \$ <mark>0</mark>  | 4,   | 881 <sup>(2)</sup>               |  | D       |  |
|  |       | Tal     |                 |          |  |      |  |        | ,                      |  | osed of, convertib  |   |  | •  | Owne   | d                                |  |         |  |
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3)        |       |         |                 |          | Transaction of Code (Instr. Derivative                                   |      | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |        |                        | 7. Title and<br>Amount of<br>Securities<br>Underlying<br>Derivative<br>Security (Ins<br>3 and 4) |                     | str.  | Price of<br>erivative<br>ecurity<br>nstr. 5) | 9. Number<br>derivative<br>Securities<br>Beneficiall<br>Owned<br>Following<br>Reported<br>Transactio<br>(Instr. 4) | Ownersi<br>Form:<br>Direct (I<br>or Indire<br>(I) (Instr | Ownership                        | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |         |  |
|  |       |         |                 |          | Code V   |      | (A)  | (D)    | Date<br>Exercisable    |  | Expiration<br>Date  | or<br>Numb<br>of<br>Title Share                                   |  | .  |  |                                  |  |         |  |

## **Explanation of Responses:**

- 1. These shares were granted as part of the reporting person's director compensation.
- 2. 1,603 of these shares of common stock are a one-time grant to a new director and vest on the third anniversary of the grant date, provided that Ms. Price has continuously been a director since the date

## Remarks:

/s/Scott F. Duggan, Attorneyin-Fact

05/18/2020

\*\* 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.