### FORM 4

# UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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

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

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(b) of the Investment Company Act of 1940

| 1. Name and Address of Reporting Person*<br>Borenstein Hali |                        |          | 2. Issuer Name <b>and</b> Ticker or Trading Symbol <u>CARTERS INC</u> [ CRI ] | (Chec                 | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)            |                                       |  |  |  |  |
|---|------------------------|----------|---|-----------------------|---|---------------------------------------|--|--|--|--|
| (Last)<br>3438 PEACH  | (First)<br>REE ROAD, N | (Middle) | 3. Date of Earliest Transaction (Month/Day/Year)<br>09/16/2022                |                       | Director<br>Officer (give title<br>below)   | 10% Owner<br>Other (specify<br>below) |  |  |  |  |
| SUITE 1800 (Street)   |                        |          | 4. If Amendment, Date of Original Filed (Month/Day/Year)                      | 6. Indi<br>Line)<br>X | ividual or Joint/Group Filing (Check Applicable<br>Form filed by One Reporting Person |                                       |  |  |  |  |
| ATLANTA   | GA                     | 30326    |   |                       | Form filed by More th<br>Person   | an One Reporting                      |  |  |  |  |
| (City)  | (State)                | (Zip)    | erivative Securities Acquired, Disposed of, or Ben                            | - <b>C</b> - 1 - 1    | - One and   |                                       |  |  |  |  |

### Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction<br>Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 3.<br>Transa<br>Code (<br>8) |   | 4. Securities A<br>Disposed Of (<br>5) |               |                   | 5. Amount of<br>Securities<br>Beneficially<br>Owned Following | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I) (Instr. 4) | 7. Nature<br>of Indirect<br>Beneficial<br>Ownership |
|---------------------------------|--|---|------------------------------|---|--|---------------|-------------------|---|---|---|
|                                 |  |   | Code                         | v | Amount                                 | (A) or<br>(D) | Price             | Reported<br>Transaction(s)<br>(Instr. 3 and 4)                |   | (Instr. 4)  |
| Common Stock                    | 09/16/2022                                 |   | Α                            |   | 16.2424(1)                             | Α             | \$ <mark>0</mark> | 7,671.5309(2)   | D   |   |

|   | Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned         (e.g., puts, calls, warrants, options, convertible securities) |  |   |                              |   |                   |     |  |                    |   |  |   |  |  |  |
|---|--|--|---|------------------------------|---|-------------------|-----|--|--------------------|---|--|---|--|--|--|
| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security  | 3. Transaction<br>Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date,<br>if any<br>(Month/Day/Year) | 4.<br>Transa<br>Code (<br>8) |   | 5. Number<br>n of |     | 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 (Instr.<br>3 and 4) |  | 8. Price of<br>Derivative<br>Security<br>(Instr. 5) | 9. Number of<br>derivative<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 4) | 10.<br>Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I) (Instr. 4) | 11. Nature<br>of Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|   |  |  |   | Code                         | v | (A)               | (D) | Date<br>Exercisable  | Expiration<br>Date | Title   | Amount<br>or<br>Number<br>of<br>Shares |   |  |  |  |

#### Explanation of Responses:

1. Represents shares of common stock credited to the Reporting Person as a result of a dividend payment with respect to the Company's common stock, in accordance with and to be settled pursuant to the termsof the Company's director deferred compensation program.

2. 1,442 of these shares are restricted shares that are subject to time-vesting restrictions

Remarks:

#### /s/Scott F. Duggan, Attorney-09/16/2022 in-Fact

\*\* 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.