

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL

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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) <u>1170 PEACHTREE STREET</u> <u>SUITE 900</u> (Street) <u>ATLANTA GA 30309</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>02/18/2010</u>	3. Issuer Name and Ticker or Trading Symbol <u>CARTERS INC [CRI]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>SVP Human Resources</u>	5. 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 Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
<u>Common Stock</u>	<u>3,000⁽¹⁾</u>	<u>D</u>	
<u>Common Stock</u>	<u>2,000⁽²⁾</u>	<u>D</u>	

Table II - Derivative Securities Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date	Title	Amount or Number of Shares			
<u>Employee Stock Option (Right to Purchase)</u>	<u>(3)</u>	<u>08/05/2019</u>	<u>Common Stock</u>	<u>6,000</u>	<u>26.49</u>	<u>D</u>	
<u>Employee Stock Option (Right to Purchase)</u>	<u>(4)</u>	<u>02/16/2020</u>	<u>Common Stock</u>	<u>5,000</u>	<u>28.04</u>	<u>D</u>	

Explanation of Responses:

- These restricted shares, granted at no cost to the reporting person, are subject to restrictions that lapse in four equal annual installments beginning on August 5, 2010.
- These restricted shares, granted at no cost to the reporting person, are subject to restrictions that lapse in four equal annual installments beginning on February 16, 2011.
- These time-vesting options are exercisable in four equal annual installments beginning on August 5, 2010.
- These time-vesting options are exercisable in four equal annual installments beginning on February 16, 2011.

Remarks:

Brendan M. Gibbons,
Attorney-in-Fact for Jill
Wilson

03/01/2010

** 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 5 (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.