

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, DC 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): **June 7, 2017**

**EVINE Live Inc.**

(Exact name of registrant as specified in its charter)

**Minnesota**  
(State or other jurisdiction of incorporation)

**001-37495**  
(Commission File Number)

**41-1673770**  
(IRS Employer Identification No.)

**6740 Shady Oak Road**  
**Eden Prairie, Minnesota 55344-3433**  
(Address of principal executive offices)

**(952) 943-6000**  
(Registrant's telephone number, including area code)

**Not applicable**  
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standard provided pursuant to Section 13(a) of the Exchange Act.

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**Item 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

On June 1, 2017, EVINE Live Inc. (the “Company”) appointed Timothy A. Peterman as the Company’s Chief Operating Officer. Mr. Peterman also currently serves as a Senior Vice President and the Chief Financial Officer of the Company. Information regarding Mr. Peterman’s background and business experience is incorporated by reference herein from the Corporation’s definitive proxy statement on Schedule 14A filed with the Securities and Exchange Commission on May 4, 2017 (the “Proxy Statement”). There are no family relationships between Mr. Peterman and any of the Company’s officers or directors. There are no related party transactions reportable under Item 5.02 of Form 8-K or Item 404(a) of Regulation S-K.

**Item 7.01. Regulation FD Disclosure**

On June 7, 2017, the Company issued a press release announcing Mr. Peterman’s appointment as Chief Operating Officer. A copy of the press release is attached as Exhibit 99.1.

**Item 9.01. Financial Statements and Exhibits.**

(d) Exhibits.

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press Release, dated June 7, 2017

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**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the Registrant has duly caused this report to be signed on its behalf by the undersigned hereto duly authorized.

Date: June 7, 2017

EVINE LIVE INC.

By: /s/ Andrea M. Fike  
Andrea M. Fike,  
Senior Vice President and General Counsel

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## Evine Announces the Promotion of Tim Peterman to Chief Operating Officer / Chief Financial Officer

MINNEAPOLIS, June 7, 2017 (GLOBE NEWSWIRE) -- Evine Live Inc. ("Evine") (NASDAQ:EVLV), a multiplatform video commerce company (evine.com), today announced that Tim Peterman has been promoted to Chief Operating Officer / Chief Financial Officer. Peterman has served as Chief Financial Offer for the Company since 2015.

"Tim's contributions over the past two years have helped Evine create a solid foundation for profitable growth in the future," said Bob Rosenblatt, Chief Executive Offer of Evine. "His disciplined approach to strengthening our agendas in content distribution, customer solutions and fulfillment will further enhance our customer experience, and his focus on the balance sheet will pave the way for continued profitability improvement. By naming Tim as our Chief Operating Officer / Chief Financial Officer, we are investing in the future of Evine."

Peterman joined Evine as Chief Financial Offer in 2015. Prior to Evine, he has spent 25 years developing a diversified expertise in operations, interactive media and financial management for publicly held industry leaders in media, technology and ecommerce including Scripps Networks Interactive, Inc (NASDAQ SNI); InteractiveCorp (NASDAQ IAC), Synacor (NASDAQ SYNC); and Sinclair Broadcast Group (NASDAQ SBGI). Peterman holds a BS in Accounting from the University of Kentucky and is a CPA who began his career at KPMG in Chicago.

### About Evine Live Inc.

Evine Live Inc. (NASDAQ:EVLV) operates Evine, a multiplatform video commerce company that offers a mix of proprietary, exclusive and name brands directly to consumers in an engaging and informative shopping experience via television, online and mobile. Evine reaches more than 87 million cable and satellite television homes with entertaining content in a comprehensive digital shopping experience 24 hours a day.

Please visit [www.evine.com/ir](http://www.evine.com/ir) for more investor information.

### CONTACTS

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