

FORM 4

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549**

OMB APPROVAL
OMB Number: 3235-0287
Estimated average burden
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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 -* Ostoya Nicole (Last) (First) (Middle) 6740 SHADY OAK ROAD (Street) EDEN PRAIRIE, MN 55344 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol EVINE Live Inc. [EVLV]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) ___ Director _____ 10% Owner ___ X ___ Officer (give title below) _____ Other (specify below) Executive VP/CMO
3. Date of Earliest Transaction (MM/DD/YYYY) 6/13/2018		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. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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			

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		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 of Derivative Security: 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				
Employee Stock Option (right to buy)	\$1	6/13/2018 (1)		A		225687		(2)	3/26/2028	Common Stock	225687	\$0	225687	D	
Performance Rights	(3)	6/13/2018 (1)		A		129303		(3)	3/15/2022	Common Stock	129303	\$0	129303	D	

Explanation of Responses:

- (1) This award was approved by the Human Resources and Compensation Committee of EVINE Live's Board of Directors on March 22, 2018, subject to shareholder approval of an amendment to the EVINE Live Inc. 2011 Omnibus Incentive Plan ("Plan") under which the award was granted. EVINE Live's shareholders approved the Plan amendment on June 13, 2018.
- (2) Options vest as to one-third of the shares on each of the first three anniversaries of the date of grant, March 26, 2018.
- (3) Each performance right represents a contingent right to receive one share of common stock. The performance rights vest based upon the issuer's total stockholder return.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Ostoya Nicole 6740 SHADY OAK ROAD EDEN PRAIRIE, MN 55344			Executive VP/CMO	

Signatures

/s/ Jonathan R. Zimmerman, Attorney-in-Fact

6/15/2018

**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.

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