

INITIAL STATEMENT OF 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 *			2. Date of Event Requiring Statement (MM/DD/YYYY)		3. Issuer Name and Ticker or Trading Symbol		
VASSALLO NICK			10/30/2015		EVINE Live Inc. [EVLV]		
(Last) (First) (Middle)			4. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
6740 SHADY OAK ROAD			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) SVP, Corporate Controller /				
(Street)			5. If Amendment, Date Original Filed (MM/DD/YYYY)		6. Individual or Joint/Group Filing (Check Applicable Line)		
EDEN PRAIRIE, MN 55344					<input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
(City) (State) (Zip)							

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)
Common Stock	38707 (1)	D	

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

1. Title of Derivate Security (Instr. 4)	2. Date Exercisable and Expiration Date (MM/DD/YYYY)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)		4. Conversion or Exercise Price of Derivative Security	5. Ownership Form of Derivative Security: 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			
Stock Option (right to buy)	(2)	12/13/2017	Common Stock	60000	\$6.48	D	
Stock Option (right to buy)	(3)	10/3/2022	Common Stock	110000	\$4.00	D	
Stock Option (right to buy)	(4)	11/25/2023	Common Stock	17000	\$5.57	D	
Stock Option (right to buy)	(5)	3/20/2025	Common Stock	11709	\$6.10	D	

Explanation of Responses:

- (These shares include 14,049 shares of restricted stock that were issued pursuant to the 2011 Omnibus Incentive Plan of EVINE Live Inc. (the "Company")
- 1) and are subject to vesting. Of these 14,049 shares of restricted stock, (x) 5,667 shares will vest in two equal annual installments on November 25, 2015 and November 25, 2016, respectively, and (y) 8,382 shares will vest in three equal annual installments on March 20, 2016, March 20, 2017 and March 20, 2018, respectively.
 - (The option was issued pursuant to the Company's 2004 Omnibus Stock Plan. The option became exercisable as to 30,000 shares on December 13, 2009 and as
 - 2) to the remaining 30,000 shares on December 13, 2011.
 - (The option was issued pursuant to the Company's 2011 Omnibus Incentive Plan. The option became exercisable as to 55,000 shares on August 14, 2013 when
 - 3) the average price of the Company's common stock exceeded \$6.00 per shares. The option becomes exercisable as to 27,500 shares when the average price of the Company's common stock exceeds \$8.00 per share and as to 27,500 shares when the average price of the Company's common stock exceeds \$10.00 per share.

- (The option was issued pursuant to the Company's 2011 Omnibus Incentive Plan. The option is exercisable in three equal annual installments. The first
4) installment became exercisable on November 25, 2014 and the next two installments become exercisable on November 25, 2015 and November 25, 2016, respectively.
 (The option was issued pursuant to the Company's 2011 Omnibus Incentive Plan. The option is exercisable in three equal annual installments on March 20,
5) 2016, March 20, 2017 and March 20, 2018, respectively.

Remarks:

Exhibit List: Exhibit 24 - Power of Attorney

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
VASSALLO NICK 6740 SHADY OAK ROAD EDEN PRAIRIE, MN 55344			SVP, Corporate Controller	

Signatures

/s/ Nicholas Vassallo

11/6/2015

**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 control number.

Power of Attorney

I, Nick Vassallo, hereby authorize and designate each of Russell Nuce, Tim Peterman, Damon Schramm, Brad J. Schwartzberg, Ralph W. Norton, Lindsay Waiser, Sunjay Mathews and Matthew Hanley as my true and lawful attorney-in-fact to:

1. execute for and on my behalf, in my capacity as an officer and/or director of EVINE Live Inc. (the "Company"), Forms 3, 4 and 5, in accordance with Section 16(a) of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), and the rules and regulations promulgated thereunder; and other forms or reports on my behalf as I may be required to file in connection with my ownership, acquisition, or disposition of securities of the Company, including Form 144;
2. do and perform any and all acts for and on my behalf that may be necessary or desirable to complete and execute any such Form 3, 4 or 5 or other form or report, including any amendments thereto, and timely file such form or report with the Securities and Exchange Commission, any stock exchange or similar authority, and the Financial Industry Regulatory Authority; and
3. take any other action of any type whatsoever in connection with the foregoing that, in the opinion of such attorney-in-fact, may be to my benefit, in my best interest, or legally required of me, it being understood that the statements executed by such attorney-in-fact on my behalf pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in such attorney-in-fact's discretion.

I hereby further grant to each such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as I might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney-in-fact, or such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this Power of Attorney and the rights and powers herein granted. I hereby acknowledge that the foregoing attorneys-in-fact, in serving in such capacity at my request, are not assuming, nor is the Company assuming, any of my responsibilities to comply with Section 16 of the Exchange Act.

This Power of Attorney shall remain in full force and effect until I am no longer required to file a Forms 144, 3, 4 and 5 with respect to my holdings of and transactions in securities issued by the Company, unless earlier revoked by me in a signed writing delivered to the foregoing attorneys-in-fact. Notwithstanding the foregoing, if any such attorney-in-fact hereafter ceases to be at least one of the following: (i) an employee of the Company, (ii) a partner of Davis & Gilbert LLP, or (iii) an employee of Davis & Gilbert LLP, then this Power of Attorney shall be automatically revoked solely as to such individual, immediately upon such cessation, without any further action on my part.

I hereby revoke all previous Powers of Attorney that have been granted by me in connection with my reporting obligations under Section 16 of the Exchange Act with respect to my holdings of and transactions in securities issued by the Company.

IN WITNESS WHEREOF, I have executed this Power of Attorney as of this 28th day of October, 2015.

/s/ Nick Vassallo

Nick Vassallo
