
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 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): January 17, 2025

Lifetime Brands, Inc.
(Exact Name of Registrant as Specified in Its Charter)

Delaware
(State or Other Jurisdiction
of Incorporation)

0-19254
(Commission
File Number)

11-2682486
(IRS Employer
Identification No.)

1000 Stewart Avenue, Garden City, New York 11530
(Address of Principal Executive Offices) (Zip Code)

516-683-6000
(Registrant's Telephone Number, Including Area Code)

N/A
(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 (*see* General Instruction A.2. below):

- 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))

Securities registered pursuant to Section 12(b) of the Act:

| Title of each class | Trading Symbol(s) | Name of each exchange on which registered |
|--------------------------------|----------------------|--|
| Common Stock, \$0.01 par value | LCUT | The Nasdaq Global Select Market |

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 standards provided pursuant to Section 13(a) of the Exchange Act.

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

On January 17, 2025, the Board of Directors (the “Board”) of Lifetime Brands, Inc. (the “Company”) approved increasing the size of the Board from nine to ten directors and appointed Jeffrey Evans to serve as an independent director on the Board of the Company, effective immediately. Mr. Evans appointment fills the vacancy on the Board created by the increase in the size of the Board.

As compensation for his service on the Board, Mr. Evans will receive (i) annual retainer fees of \$60,000 for serving as director; and (ii) an annual equity grant of \$105,000 in restricted common stock, prorated from Mr. Evans’s election to the date of the Company’s 2025 Annual Meeting of Stockholders as further described on page 28 to 29 of the Company’s 2024 definitive proxy statement, filed with the Securities and Exchange Commission on April 25, 2024.

There is no arrangement or understanding between Mr. Evans and any other persons pursuant to which Mr. Evans was elected to serve on the Board. The Company is not aware of any transaction or relationship involving Mr. Evans requiring disclosure under Item 404(a) of Regulation S-K.

Item 7.01 Regulation FD Disclosure.

On January 22, 2025, the Company issued a press release announcing the appointment of Jeffrey Evans to the Board (the “Press Release”). The Press Release is attached to this Current Report on Form 8-K as Exhibit 99.1. The information contained in this Item 7.01 and Exhibit 99.1 hereto shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section or incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

Item 9.01. Financial Statements and Exhibits.

(d) Exhibits

See the Exhibit Index below, which is incorporated by reference herein.

Exhibit No.

99.1 [Press release dated January 22, 2025](#)

104 Cover Page Interactive Data File (formatted in Inline XBRL document)

EXHIBIT INDEX

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 hereunto duly authorized.

Date: January 22, 2025

Lifetime Brands, Inc.

By: /s/ Laurence Winoker

Laurence Winoker
Executive Vice President, Treasurer and
Chief Financial Officer



Lifetime Brands, Inc. Announces Appointment of Jeffrey Evans to Board of Directors

Veteran Retail Industry Leader Adds Significant Go-to-Market and Merchandising Expertise

GARDEN CITY, NY, January 22, 2025 – Lifetime Brands, Inc. (NasdaqGS: LCUT) (“Lifetime” or the “Company”), a leading global designer, developer and marketer of a broad range of branded consumer products used in the home, today announced the appointment of Jeffrey Evans as an independent director to its Board of Directors (the “Board”), effective immediately.

“We are pleased to welcome Jeff to the Lifetime Board as we lay the groundwork for the future,” said Jeffrey Siegel, Chairman of the Board of Lifetime Brands. “Jeff’s leadership and skill at developing pointed merchandising strategies at Lifetime’s mass market and warehouse club direct customers will provide invaluable insight to position the company to gain market share.”

Rob Kay, Lifetime’s Chief Executive Officer, added, “I am thrilled Jeff has joined our board. His successful track record of driving sustainable growth during his tenure with Lifetime customers’ Walmart, Sam’s Club and At Home will be influential in further developing our growth initiatives. At Lifetime, we’ve institutionalized a data driven approach to product innovation and importantly, as measures for our go-to market strategies. At this critical moment of ubiquitous online commerce, Jeff’s history of establishing digital and omnichannel strategies with precision will guide and deepen our recent initiatives. With the additive counsel from Jeff, we are well positioned to continue our progression to a modernized Lifetime.”

“Lifetime is a leader in the consumer durable space with a strong portfolio of recognized brands that inherently provide customers with exceptional value,” said Mr. Evans. “I am excited to join my fellow directors and the collective Lifetime team and lend my expertise with time tested tools and practical steps that will position Lifetime to access additional market share, deliver meaningful growth and further unlock shareholder value.”

Mr. Evans’ experience spans three decades of retail and consumer leadership experience. Most recently, Mr. Evans held the position of President and Chief Merchandising Officer of At Home, a private specialty Home Décor and Seasonal Retailer. Previously, he spent 16 years at Walmart in senior merchandising roles for both Sam’s Club and Walmart. From 2020-2022, he was EVP for Entertainment, Toy’s and Seasonal for both stores and the ecommerce segment. From 2017-2020, Mr. Evans was the SVP for Walmart Home and led an apparel division at Walmart US from 2012-2017. He began his career in 1990 with Filene’s department stores, a division of May department stores. Additionally, in 2022, Mr. Evans founded Biddeford Advisors LLC. He currently serves on the advisory board of Wholesale, a private customer engagement technology company.

About Lifetime Brands, Inc.

Lifetime Brands is a leading global designer, developer and marketer of a broad range of branded consumer products used in the home. The Company markets its products under well-known kitchenware brands, including Farberware®, KitchenAid®, Sabatier®, Amco Houseworks®, Chef’n® Chicago™ Metallic, Copco®, Fred® & Friends, Houdini™, KitchenCraft®, Kamenstein®, La Cafetière®, MasterClass®, Misto®, Swing-A-Way®, Taylor® Kitchen, Rabbit®, and Dolly® ; respected tableware and giftware brands, including Mikasa®, Pfaltzgraff®, Fitz and Floyd®, Empire Silver™, Gorham®, International® Silver, Towle® Silversmiths, Wallace®, Wilton Armetale®, V&A®, Royal Botanic Gardens Kew®, Year & Day®, Dolly®, Royal Leerdam®, and ONIS®; and valued home solutions brands, including BUILT NY®, S’well®, Taylor® Bath, Taylor® Kitchen, Taylor® Weather, Planet Box®, and Dolly®. The Company also provides exclusive private label products to leading retailers worldwide.

The Company’s corporate website is www.lifetimebrands.com.

Contacts:

Lifetime Brands, Inc.

Laurence Winoker, Chief Financial Officer

516-203-3590

investor.relations@lifetimebrands.com

or

MZ North America

Shannon Devine / Rory Rumore

Main: 203-741-8811

LCUT@mzgroup.us