FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

| | OMB APPROVAL | | | | | | | | | |
|---|--------------------------|-----------|--|--|--|--|--|--|--|--|
| 1 | OMB Number: | 3235-0287 | | | | | | | | |
| | Estimated average burden | | | | | | | | | |
| | hours per response: | 0.5 | | | | | | | | |

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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 at GEOR (Last) | 2. Issuer Name and Ticker or Trading Symbol GENESCO INC [GCO] 3. Date of Earliest Transaction (Month/Day/Year) | | | | | | | | | 5. Relationship of F (Check all applicab Director X Officer (giv below) | | | 10% Othe belov | Owner r (specify v) | | | | | | |
|--|---|--------|---|-------------|---|---------------------------------------|--|------------------------|---------------|---|--|--------------------------------|--|---|--|---|--|--|--|--|
| (Last) (First) (Middle) GENESCO INC. | | | | | | | 05/30/2023 | | | | | | | | Sr VP-Finance and CFO | | | | | |
| 535 MARRIOTT DRIVE | | | | | | | 4. If Amendment, Date of Original Filed (Month/Day/Year) | | | | | | | | 6. Individual or Joint/Group Filing (Check Applicable Line) | | | | | |
| (Street) NASHVILLE TN 37214 | | | | | | | | | | | | | | | X Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | | |
| (City) (State) (Zip) | | | | | | Rule 10b5-1(c) Transaction Indication | | | | | | | | | | | | | | |
| | | | | | | | Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10. | | | | | | | | | | | | | |
| | | Tabl | e I - N | lon-Deriva | tive S | Secu | rities | s Ac | quire | d, Di | sposed o | f, or E | Benefic | ially | Owr | ned | | | | |
| 1. Title of | 2. Transaction Date (Month/Day/Y | ear) i | 2A. Deemed Execution Date, if any (Month/Day/Year) | | 3. Transaction Code (Instr. 8) | | 4. Securities Acquired (A Disposed Of (D) (Instr. 3 | | | 3, 4 and 5) Se Be Ov | | ount of ties cially d | 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 | Reported Transaction(s) (Instr. 3 and 4) | | ted action(s) | , , | | | | | | |
| Common Stock | | | | 05/30/202 | 23 | | | | P | | 6 | A | \$18.4 | 1 75 | 2' | 7,524 | D | | | |
| Common Stock 05/30. | | | | | 23 | | | | P | | 125 | A | \$18.4 | 3.4825 27,0 | | 7,649 | D | | | |
| Common Stock 05/30/2 | | | | | 23 | | | P | | 126 | A | \$18.49 | | 27,775 | | D | | | | |
| Common Stock 05/30/20 | | | | | 23 | | | | P | | 335 | A | \$18.51 | | 28,110 | | D | | | |
| Common Stock 05/30/20 | | | | | 23 | | | P | Р 300 | | A | \$18.5492 | | 28,410 | | D | | | | |
| Common Stock 05/30/20 | | | | | 23 | | | | P | | 600 | A | \$18.5 | \$18.5892 | | 29,010 | | | | |
| Common Stock 05/30/202 | | | | | 23 | | | P | | | 3,910 | A | \$18.5 | 569 | 32,920 | | D | | | |
| Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities) | | | | | | | | | | | | | | | | | | | | |
| 1. Title of Derivative Security (Instr. 3) | le of 2. 3. Transaction 3A. Deemed tative Conversion Date Execution Date, Trity or Exercise (Month/Day/Year) if any | | | 4. Trans | 4. 5. Transaction Code (Instr. of | | | 6. Da Expir (Mon | | rcisable and Date | 7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4 | | 8. Price of Derivative Security (Instr. 5) | | 9. Number derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4) | Ownersh Form: y Direct (D or Indire (I) (Instr. | Beneficial Ownership ct (Instr. 4) | | | |
| | | | | | Code | v | (A) | (D) | Date Exerc | cisable | Expiration Date | Title | Amount or Number of Shares | | | | | | | |

Explanation of Responses:

Remarks:

Scott E. Becker, Attorney-in-

Fact

** Signature of Reporting Person

Date

05/30/2023

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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.

 $^{^{\}star}$ 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).

The undersigned hereby constitutes and appoints Mimi E. Vaughn and Scott E. Becker or either of them the undersigned's true and lawful attorneys-in-fact to:

- (1) Execute for and on behalf of the undersigned, in the undersigned's capacity as a director or officer, as defined in the rules under Section 16(a) of the Securities Exchange Act of 1934, of Genesco Inc., a Tennessee corporation (the "Company"), Forms 4 and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules thereunder;
- (2) Do and perform any and all acts for and on behalf of the undersigned which may be necessary or desirable to complete and execute any such Form 4 or 5 and timely file such form with the United States Securities and Exchange Commission and any stock exchange or similar authority; and
- (3) Take any other action of any type whatsoever in connection with the foregoing which, in the opinion of such attorneys-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorneys-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorneys-in-fact may approve in such attorneys-in-fact's discretion.

The undersigned hereby grants 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 the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorneys-in-fact, or such attorneys-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this Power of Attorney and the right and power herein granted. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming, nor is the Company assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 4 and 5 with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier revoked by the undersigned in a signed writing delivered to the foregoing attorneys-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 26th day of September, 2022.

THOMAS A. GEORGE /s/ Thomas A. George

Title: Senior Vice President-Finance and Chief Financial Officer