Holtz Curtis A.
Form 4
February 11, 2019

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
Holtz Curtis A.

(Last) (First) (Middle)

105 CORPORATE CENTER BLVD

(Street)

GREENSBORO, NC 27408

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading Symbol
V F CORP [VFC]

3. Date of Earliest Transaction (Month/Day/Year)
02/08/2019

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

_____ Director
_____ 10% Owner
__X__ Officer (give title below)
_____ Other (specify below)
Vice President & Group Pres.

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. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction 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			
Common Stock	02/08/2019		M		14,535	A	$ 56.79	61,433.187	D	
Common Stock	02/08/2019		S		14,535	D	$ 85.75	46,898.187	D	
Common Stock	02/08/2019		M		10,391	A	$ 53.47	57,289.187	D	
Common Stock	02/08/2019		S		10,391	D	$ 85.75	46,898.187	D	
Common Stock								672.919	I	By Trust (1)

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

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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)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction 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 (Month/Day/Year)		7. Title and Amount Underlying Securiti (Instr. 3 and 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amou or Numb of Sha
2014 Non-qualified Stock Option (Right to Buy)	$ 56.79	02/08/2019		M		14,535		(2)	02/18/2024	Common Stock	14,5
2017 Non-qualified Stock Option (Right to Buy)	$ 53.47	02/08/2019		M		10,391		(3)	02/21/2027	Common Stock	10,3
Phantom Stock (4)	(5)	02/08/2019		I		911.52		(6)	(6)	Common Stock	911.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Holtz Curtis A. 105 CORPORATE CENTER BLVD GREENSBORO, NC 27408			Vice President & Group Pres.	

Signatures

Mark R. Townsend for Curtis A. Holtz (Pursuant to signing authority on file) 02/11/2019

**Signature of Reporting Person Date

Explanation of Responses:

* 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).

(1) 401(k).

(2) This option vests as follows: 4,845 shares vest on 02/19/15; 4,845 shares vest on 02/19/16; and 4,845 shares vest on 02/19/17.

(3) This option vests as follows: 10,391 shares vest on February 22, 2018; 10,390 shares vest on February 22, 2019; and 10,390 shares vest on February 22, 2020.

(4) Represents units of ownership as a participant in the VF Common Stock Fund of the Executive Deferred Savings Plan. Account statements report fund transactions and balances as cash amounts, so the number of units of phantom stock reported as sold and the number reported as beneficially owned following the transaction are based on the 02/08/2019 account values divided by the 02/08/2019 market price. The phantom stock was divested at the election of the Reporting Person at a price equivalent to $85.87 per share of phantom stock. The disposition of phantom stock was exempt from liability under Rule 16b-3(f).

(5) 1 for 1

(6) There is no date that should appear in these columns. See footnote 1 above.

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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