



NEWS RELEASE

Save the Date: Way Day Returns October 24 - 26

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Wayfair delivers holiday savings with up to 80% off furniture, home decor, home improvement and more, plus new deals dropping every 24 hours.

BOSTON, Oct. 15, 2026 /PRNewswire/ -- Wayfair Inc. (NYSE: W), the destination for all things home, announced today that Way Day — its biggest sale of the year — returns October 24–26. Shoppers can kick off their savings early with daily exclusive deals starting October 19, leading up to three full days of unbeatable discounts across every home category.

Just in time for seasonal home updates and holiday hosting, Way Day brings unbeatable savings across everyday favorites like sofas, area rugs and dining tables alongside festive decor and entertaining essentials. Customers can also take advantage of new 24-hour flash deals, shop discounts on thousands of Wayfair **Verified** items that are hand-vetted for quality by Wayfair's product specialists and enjoy extra bonus savings for **Wayfair Rewards** members.

"Way Day is all about giving our customers access to our deepest discounts of the year without compromising on quality," said Jon Blotner, president of Wayfair. "Whether they're preparing to host for the holidays or simply decorating for the season, Wayfair delivers on quality and unbeatable value while giving customers the confidence to make informed choices. With fast, free delivery, it's easy for customers to get just what they need so they can enjoy the holidays at home."

Preview Top Deals

- Early Deals: Starting on Monday, October 19 there will be new deals dropping every 24 hours and exclusive

deals for our Wayfair Rewards Members and App users.

- Doorbusters: Starting 12 a.m. ET on October 24 snag unbeatable deals on limited quantities of top brands, including a Wayfair Sleep Mattress for \$189.99, Henckels Knife Set for \$99.99, Bissell Turbo Rewind Vacuum for \$129.99, Philips 2000 Series Air Fryer for \$79.99 and the Serta Sleeper Sofa for \$699.99
- Fast & Free Delivery: Wayfair will offer free shipping sitewide throughout all three days of Way Day*, with many items available for free white glove delivery — fully assembled and delivered to your room of choice.
- Save In Store: Exclusive in-store offers, starting October 24 as well as family-friendly activities, raffles and giveaways will take place all weekend long at **all Wayfair stores**. In-store offers will also be available at all AllModern, Birch Lane and Joss & Main locations.

The sale will be available on Wayfair and across its family of brands, including AllModern, Joss & Main and Birch Lane. Wayfair Professional members will also have access to exclusive Pro-only deals on thousands of products. Customers can shop online, through the Wayfair app or in person, where they can take advantage of exclusive in-store offers at Wayfair locations, as well as at all AllModern, Joss & Main and Birch Lane retail stores.

*Additional shipping charges may apply for Alaska, Hawaii and U.S. Territories. Due to shipping constraints, non-standard items such as flooring or specific large fixtures might not be eligible for free shipping.

About Wayfair

Wayfair is the destination for all things home, and we make it easy to create a home that is just right for you. Whether you're looking for that perfect piece or redesigning your entire space, Wayfair offers quality finds for every style and budget, and a seamless experience from inspiration to installation.

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