



NEWS RELEASE

Save the Date: Way Day Returns October 26-29

2025-10-16

Gear up for holiday shopping with up to 80 percent off furniture, home decor, home improvement, and more, plus new deals dropping every 24 hours

BOSTON, Oct. 16, 2025 /PRNewswire/ -- Wayfair Inc. (NYSE:W), the destination for all things home, announced today that Way Day - its biggest sale of the year - is back on Sunday, October 26 at 12 a.m. ET. For four days only, shoppers can score incredible deals across every category of home.

Just in time for holiday hosting, Way Day brings unbeatable savings; Sofas under \$299, best-selling 5X7 Area Rugs for \$49 and Dining Tables starting at \$199. Customers can also unlock 24-hour flash deals, shop discounts on handpicked Wayfair **Verified** items, and enjoy special bonus savings for Wayfair Rewards members.

"Today's customers are more intentional than ever when it comes to their homes," said Jon Blotner, President of Commercial and Operations at Wayfair. "Way Day is our answer to that mindset - bringing together incredible value, a wide selection of quality products, and the convenience of free, easy delivery. From holiday hosting prep, to seasonal refreshes, or that perfect finishing touch, Way Day helps customers to create spaces they love at prices that feel just right."

This Way Day, customers will find a number of ways to save:

- Deals of the Day: Can't-miss daily deals begin launching ahead of Way Day on October 20
- 24 Hour Flash Deals: Thousands of 24 hour deals will launch throughout all four days of Way Day. Don't wait too long, or these deals will be gone.
- Doorbusters: These standout Way Day deals feature jaw-dropping savings on everything you need to get your

house ready for the holiday season.

- Free & Easy Delivery: Wayfair will offer free shipping sitewide throughout all four 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 25, as well as family-friendly activities, raffles, and giveaways will take place all weekend long at the [Wayfair store](#) in the Chicago area. In-store offers will also be available at all AllModern, Birch Lane, and Joss & Main locations.

Preview Top Deals

Wayfair shoppers can save up to 80 percent across all styles and categories. Here's a preview of some of Wayfair's top Way Day deals:

- 65% off Wayfair Sleep Memory Foam Mattress for \$159.99
- 80% off Henckels Knife Set for \$119.99
- 50% off a Platform Queen Bed with storage for \$249.99
- 75% off Spode Dinnerware set for \$99.99
- 60% off a Leather Power Recliner for \$282.99
- Save \$200 on a Gotham Steel Cookware Set for \$99.99

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, taking advantage of unique in-store offers at the Wayfair store outside Chicago, as well as all AllModern, Joss & Main, and Birch Lane retail stores.

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.

Wayfair's family of brands includes:

- Wayfair: Every style. Every home.
- AllModern: Modern made simple.
- Birch Lane: Classic style for joyful living.
- Joss & Main: The ultimate style edit for home.
- Perigold: The destination for luxury home.
- Wayfair Professional: A one-stop Pro shop.

Wayfair generated \$12.0 billion in net revenue for the twelve months ended June 30, 2025 and is headquartered in Boston, Massachusetts with global operations.

Wayfair Media Relations:

PR@wayfair.com

Wayfair Investor Relations:

Ryan Barney

IR@wayfair.com

View original content to download multimedia:<https://www.prnewswire.com/news-releases/save-the-date-way-day-returns-october-26-29-302585711.html>

SOURCE Wayfair Inc.