



NEWS RELEASE

Wayfair Accelerates Retail Expansion with New York Metro Location, Building on Strong Momentum from Chicagoland Flagship's First Year

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BOSTON, May 15, 2025 /PRNewswire/ -- Wayfair Inc. (NYSE: W), the destination for all things home, today announced plans for its next large-format retail store in Yonkers, New York, set to open in early 2027. The news comes as the company celebrates the one-year anniversary of its inaugural large-format store in Wilmette, Illinois—a milestone that underscores Wayfair's growing success in physical retail and its evolving omnichannel strategy.

The Yonkers announcement follows the previously revealed plans for [Wayfair's Atlanta store](#), slated to open in 2026, further demonstrating its commitment to scaling its in-person retail presence in key markets across the country.

"Over the past year, we've seen firsthand how a thoughtfully designed physical store can deepen engagement, drive growth, and introduce the Wayfair brand to entirely new audiences," said Liza Lefkowski, vice president of merchandising and stores at Wayfair. "The upcoming Yonkers store builds on that momentum—bringing our immersive retail experience to the New York metro area and delivering the same inspiration, convenience, and flexibility our customers have come to expect."

Wilmette Store Sets the Standard in Year One

Key highlights from Wilmette's first year include:

- Over 720,000 visitors welcomed since opening.

- Over 50% of purchasing customers were new to the Wayfair brand.
- A customer Net Promoter Score (NPS) of over 70% since opening.
- 120+ local jobs created, contributing to the area's economic vitality.
- 15% higher growth rate in Illinois compared to the national average.
- Significant category growth in the Chicago DMA:
 - 50%+ increase in lower-ticket impulse purchases (e.g., candles, kitchen accessories).
 - 35%+ increase in high-consideration purchases (e.g., bathroom renovations, kitchen cabinets).
- In-store events consistently attract 75+ guests, most of whom are first-time visitors—making these events a key part of Wayfair's community marketing strategy.
- Ongoing partnership with **Connections for the Homeless** to help create solutions that uplift the community.

Memorial Day weekend (May 24-26) will kick off celebrations of the first year anniversary of the Wilmette store, including:

- Memorial Day sale offering up to 70% site-wide and an extra 10% off in-store.
- Birthday cake for the first 100 customers each day, Saturday, May 24 through Monday, May 26.
- Family-friendly entertainment, prizes and more.

Yonkers Store to Bring the Experience to the New York Metro

The Yonkers store will extend this success to one of the country's most dynamic markets. At approximately 114,000 square feet, the location will feature 19 departments showcasing furniture, décor, outdoor living, home improvement, and more—all organized by style and to help customers easily navigate the store. The store will also feature a large assortment of **Wayfair Verified** items, so shoppers can feel confident they're seeing some of the most trusted products, carefully reviewed by Wayfair for quality and value.

"New York is one of the most design-forward markets in the world, and Yonkers gives us the space to bring our retail vision to life," said Lefkowski. "This location lets us serve everyone from Manhattan to Westchester and beyond with an inspiring, full-scale shopping experience that Wayfair is known for."

The store will be located within **Ridge Hill**, a modern open-air lifestyle center in Westchester County, offering a vibrant, community-oriented environment. In addition to a large selection of items that are available to take home that day, its proximity to Wayfair's New Jersey fulfillment center enables fast delivery of large items, enhancing the convenience of the in-store experience.

"Once again Yonkers is attracting innovative and transformative businesses to our city, like Wayfair," said Yonkers Mayor Mike Spano. "Wayfair is a premier go-to destination for home shopping and Yonkers is excited to be among

the first markets to host its large-format retail store. We look forward to seeing their Yonkers store prosper and attract shoppers here from around the region."

Ridge Hill is owned by Jamestown, Nuveen Real Estate, and Taconic Partners through a joint venture partnership. Adam Schwegman and Morgan Liesenfelt, both of Jamestown, represented the property in the lease transaction.

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 \$11.9 billion in net revenue for the 12 months ended March 31, 2025 and is headquartered in Boston, Massachusetts with global operations.

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