



NEWS RELEASE

Wayfair Introduces New AI-Powered Tool 'Muse' to Inspire and Personalize the Home Shopping Experience

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Muse leverages GenAI to provide endless inspiration through an innovative visual browsing experience

BOSTON, Feb. 11, 2025 /PRNewswire/ -- **Wayfair Inc.** (NYSE:W), the destination for all things home, today announced Muse, its latest innovation in personalized home shopping. Designed to give customers an easy way to find inspiration and ideas for their homes, Muse transforms how customers discover, personalize, and shop for their dream spaces.

Building on the success of Decorify, Wayfair's previous pilot application that allowed customers to select from a few preset styles to see how their space could be transformed, Muse takes it further to provide a trove of inspiration and ideas to build their aspirational home. Muse focuses on a heavily visual browsing experience letting users quickly navigate through rich imagery, search for any style that comes to mind, and explore or apply styles to build personalized collections.

To view a demo of Muse, click [here](#).

"At Wayfair, our goal is to make it easy to create a home that is just right for you, and Muse delivers on that promise," said Fiona Tan, chief technology officer at Wayfair. "Leveraging generative AI, we aim to elevate our search experience to be the best in the home category - seamlessly blending inspiration and shopping - to reaffirm our position as the premier destination for all things home."

Muse links inspiration to Wayfair's extensive catalog, offering shoppable suggestions and complementary items for a cohesive look. Browsing shoppable inspiration for the home on Muse is easy:

- Type in a style or room you are looking for - it can be as specific as "moody 1920s style living room" or as generic as "dining room."
- As you browse the rich AI imagery, shop the recommended items in each Muse or add to a collection to revisit later.
- When you find a Muse that sparks your interest, you can easily explore other Muses and products that share the same vibe.
- Once you save a Muse, you can upload a photo of your space to apply the style to any room.

"The home category is heavily visual and highly personal, and most people want to start their home personalization journey by simply browsing for ideas," said Shrenik Sadalgi, director of research and development at Wayfair.

"Muse serves that need and is an endless inspiration engine giving customers the ability to spark an idea, bring their unique visions to life and even transform their existing spaces - all enabled by AI. Muse fosters inspiration and helps you create a home that feels uniquely yours."

Visit www.wayfairnext.com/muse to begin exploring the endless style possibilities for your space.

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 \$11.8 billion in net revenue for the twelve months ended September 30, 2024 and is headquartered in Boston, Massachusetts with global operations.

Wayfair Media Relations:

Karoline Etter

PR@wayfair.com

Wayfair Investor Relations:

James Lamb

IR@wayfair.com

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