

# Wayfair Introduces New Flagship Brand, Hykkon

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Curated home and living collection offers exciting design at an affordable price

LONDON--(BUSINESS WIRE)-- Wayfair Inc., one of the world's largest online destinations for the home, today unveiled **Hykkon**, a carefully curated collection of stylish yet timeless home furnishings to help customers discover exciting design at an affordable price. Hykkon is the first flagship brand for Wayfair's European business and launched today across Wayfair.co.uk and Wayfair.de.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20191013005016/en/>

Wayfair introduces new flagship brand, Hykkon (Photo: Business Wire)

The new Hykkon collection offers a curated assortment that

is both sophisticated and playful, embracing modern, minimalist and unexpected elements. The brand features a retro-inspired colour palette and aesthetic across a wide range of furniture and decor that can be mixed and matched together or with existing pieces to fit any one-of-a-kind home.

"We're thrilled to launch our first flagship brand across Wayfair Europe, which gives our customers premium access to an in demand, modern assortment at an affordable price point," said Martin Reiter, Head of Europe, Wayfair. "Curated, personal design does not have to be expensive or hard to find. The launch of a style focused brand like Hykkon is another step forward in our mission to deliver an unparalleled customer experience in shopping for home."

In addition to Hykkon's carefully selected assortment, the brand is powered by Wayfair's seamless shopping experience and delivery network that makes it so easy to shop online for home. Shoppers browsing Hykkon will

have access to first class merchandising that combines high quality, unique product imagery, precise dimensions and descriptions, and customer reviews.

Available now at Wayfair in the United Kingdom and Germany, Hykkon includes more than 700 products for the living room, dining room, and bedroom as well as decor, textiles and lighting. To discover and shop the full Hykkon collection, visit: [www.wayfair.co.uk/Hykkon](http://www.wayfair.co.uk/Hykkon). Follow along on social with #Hykkon #MyWayfairUK.

## About Wayfair

Wayfair is one of the world's largest online destinations to shop for your home. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of more than 14 million items across home furnishings, décor, housewares and more. Committed to delighting its customers every step of the way, Wayfair offers outstanding service from product discovery to final delivery. Wayfair's logistics network catered for home allows fast and convenient delivery for products of all shapes and sizes.

Headquartered in Boston, Massachusetts, U.S. and with offices in Berlin, London and Galway, the company employs 14,500 people, more than 1,700 of them in Europe. Wayfair operates in the United Kingdom, Germany, Canada and the U.S. The company generated \$8 billion in net revenue for the twelve months ended June 30, 2019 and is publicly listed on the New York Stock Exchange.

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