



NEWS RELEASE

# Wayfair Expands Housewares Offering, Unveils Inspirational Shops, Innovative Features and Faster Delivery for Thousands of Products

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BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced the expansion of its housewares offering, delivering an even broader selection across kitchen, tabletop, organization and more with a seamless shopping experience from beginning to end. New specialty and savings shops combine inspiration with convenience as well as fast delivery for thousands of products, and a first-of-its-kind **Mix 'n' Match** tabletop tool helps shoppers style and visualize unique table settings before they purchase. In addition, the **Wayfair Registry** continues to roll out innovative features that help couples create their perfect home, from visual search to an interactive **checklist** that makes registering for housewares and other categories easier than ever before.

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

<https://www.businesswire.com/news/home/20180308005369/en/>

Wayfair expands its housewares offering, delivering an even broader selection across kitchen, tabletop, organization and more.

"At Wayfair, we're constantly innovating how we present our selection to create the best

possible shopping experience for our customers, from the moment they find a product they love to when it arrives in their home," noted Steve Oblak, chief merchandising officer, Wayfair. "We're excited to provide new ways for our customers to discover their favorite housewares products while offering great value and faster delivery for an even larger selection."

Wayfair's specialty shops feature best-sellers, tips and product recommendations for every need and occasion. Just in time for spring, the **Outdoor & Entertaining Shop** offers everything from dinnerware sets and serving dishes to

durable linens. The **3 for \$30 Shop** allows customers to hand-pick and bundle their favorite housewares items together for one low price with free, two-day delivery. For shoppers looking to bring a splash of color to their serveware, Wayfair has also launched a **Mix 'n' Match Fiestaware** tool, which lets shoppers visualize a variety of colorful combinations all in one place.

“When shopping for housewares, consumers are continuously seeking ideas and inspiration, whether refreshing kitchen staples, snapping up the latest appliances, or mixing up tablescapes with new styles and seasonal patterns,” added Ryan Gilchrist, Wayfair’s general manager of Housewares. “We’re seeing new takes on old classics with reactive glaze and artisanal ‘hand thrown’ designs cropping up in dinnerware. In addition, as shoppers increasingly look to broaden their cooking skills while balancing their busy lifestyles, appliances that conveniently combine numerous tools in one are gaining popularity – from multicookers and air-fryer toaster ovens to multi-function blenders.”

Featuring top brands, from Kate Spade New York and All-Clad to Wüsthof and Le Creuset, the **Wayfair Registry** offers innovative tools that enable couples to create and manage their registries on-the-go. With “Search with Photo,” couples can instantly add items they see and love with just a photo. “**My Checklist**” streamlines registry creation by suggesting popular products and keeping track of items across every category, allowing couples to fill in gaps in real time. In addition, more customers than ever are taking advantage of group gifting for items such as high-end appliances, grills and furnishings across Wayfair’s entire selection of more than 10 million items.

## About Wayfair Inc.

Wayfair believes everyone should live in a home they love. 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 10 million items across home furnishings, décor, home improvement, housewares and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes – from product discovery to final delivery.

The Wayfair family of sites includes:

- Wayfair, an online destination for all things home
- Joss & Main, where beautiful furniture and finds meet irresistible savings
- AllModern, unbelievable prices on everything modern
- Birch Lane, a collection of classic furnishings and timeless home décor
- Perigold, unparalleled access to the finest home décor and furnishings

Wayfair generated \$4.7 billion in net revenue for full year 2017. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 7,700 people.

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