



NEWS RELEASE

Wayfair Announces 2015 Trade Tastemaker Award Winners

3/16/2015

Home furnishings leader recognizes top emerging talent in home design

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the winners of its **Trade Tastemaker Awards**. Wayfair partnered with leading interior designers Candice Olson, Jeffrey Alan Marks, and Windsor Smith to highlight the top up and coming talent in home design this year. The judges reviewed more than 4,500 submissions to determine the most notable designer in each of the following categories: Designer of the Year, Rising Star, Best Design Innovator, Best Use of Color, Best Design Solution, and Best Commercial Space.

"We were working with an impressive entry pool – designers with a keen eye for space planning, color, pattern, texture, and scale. It was no easy task to select just six winners, but these amazing designers deserve the title," noted Olson.

2015 Trade Tastemakers:

Designer of the Year: **BHDM Design**

Best Commercial Space: **M. Swabb Decor + Style**

Best Design Innovator: **Erin Williamson Design**

Best Use of Color: **kimberlyhallCREATIVE**

Best Design Solution: **Pencil + Paper Co.**

Rising Star: Brynn Olson Design Group

"The level of talent exemplified in the winning designs was exceptional," added Smith. "A passion for creativity and beautiful design showed through, really setting these rooms apart."

"Judging the Tastemaker Awards granted us the opportunity to see the next generation of top designers as they cultivate and develop their talents. I am very excited about these winners and cannot wait to see where their careers take them," said Marks.

Wayfair will honor the Designer of the Year and accompanying categories later this week at a reception in Los Angeles with the judging panel. A gallery of the winning designs is available for viewing [here](#).

About the Judges

Candice Olson is known for her fresh take on traditional style, creating timeless yet contemporary spaces across the United States and Canada. She is the creator and host of "Divine Designs with Candice Olson" and "Candice Tells All", #1 HGTV hits for the last nine years, a guest judge on HGTV's Design Stars, and the author of six books on interior design.

Jeffrey Alan Marks is considered one of today's most influential American designers and has been internationally recognized as a trendsetter for over two decades. He was a featured designer on Bravo TV's "Million Dollar Decorators", showcasing his globally inspired style with an emphasis on comfort and livability. He is also the author of "The Meaning of Home" a coffee table book of his firms' projects. Jeffrey's inspired furniture designs and lighting can be found at Palecek and he recently launched a collection of fabrics with Kravet to much acclaim.

Windsor Smith's elegant designs are revered in the trade for their lifestyle-driven approach. She creates beautiful spaces for leaders in the entertainment and business worlds, seamlessly blending luxury with the creature comforts and flexibility needed to support busy, multitasking families. Windsor's projects are featured in top design publications including Veranda, which named her as one of the top 25 design influencers in their 25-year history. A feature designer for Century Furniture Icons Collection, Kravet Fabric & Rugs, Arteriors (launching April 2015) and Boyd Lighting (launching 2015), she publishes her first book "Homefront" with Rizzoli in Spring 2015.

About Wayfair Trade Services

Wayfair Trade Services is open to professional interior designers, landscape designers, architects, contractors, developers, and real estate stagers who are members of a trade organization such as the American Society of Interior Designers (ASID) or the American Institute of Architects (AIA). To enroll or find out more, visit us [here](#). Other businesses interested in shopping with Wayfair are eligible to join the Wayfair Premier Program by visiting us [here](#).

About Wayfair

Wayfair offers an extensive selection of home furnishings and décor across all styles and price points. The Wayfair family of brands includes:

- Wayfair.com, an online destination for all things home
- Joss & Main, an online flash sales site offering inspiring home design daily
- AllModern, a go-to online source for modern design
- DwellStudio, a design house for fashion-forward modern furnishings
- Birch Lane, a collection of classic furnishings and timeless home décor

Wayfair is headquartered in Boston, Massachusetts, with additional locations in New York, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London, Berlin and Sydney.

Source: Wayfair Inc.

Media Relations:

Jane Carpenter, 617-502-7595

jcarpenter@wayfair.com

or

Investor Relations:

Kate Gulliver, 617-880-8108

IR@wayfair.com