



NEWS RELEASE

Wayfair Introduces Hand-Crafted-in-the-USA Custom Upholstery Line

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Offers Furniture in Wide Selection of Styles and Fabrics at Attainable Price Points

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the **Wayfair Custom Upholstery program**, offering customizable options on more than 100 styles of affordable, quality home furnishings hand-crafted in the U.S.A. Wayfair shoppers can now select from dozens of fabric swatches to put their personal touch on upholstered items including sofas, loveseats, chairs, ottomans, sectionals, gliders, headboards and beds.

"Traditionally, custom furniture hasn't been a realistic option for many people due to high price points, limited access and long wait times," noted Niraj Shah, CEO, co-chairman and co-founder of Wayfair. "We are excited to change all of that and redefine what is possible for home with the launch of the Wayfair Custom Upholstery program."

Wayfair custom furniture pieces are available in twelve to twenty fabrics, varying by product, with new fabrics expected to launch twice a year. With sofas beginning at \$799 and sleepers at \$999, the exclusive custom pieces are available at attainable price points and ship within a three-week time frame.

"When it comes to furniture and décor, we know that people want selection and love to put their personal touch on the items they bring into their homes," added Shah. "The new Wayfair Custom Upholstery program delivers the quality, selection, speed and value that Wayfair is known for along with the ability for each shopper to bring their unique style and vision to life."

[About Wayfair](#)

Wayfair Inc. 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.

Wayfair Inc.

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