



NEWS RELEASE

Birch Lane Introduces Birch Lane Kids

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New Line of Classic Children's Furnishings and Décor Offers Inspirational Looks at Affordable Prices

BOSTON--(BUSINESS WIRE)-- Birch Lane, a leading retailer of classic furnishings and timeless home décor, today introduced Birch Lane Kids, a new children's collection offering an updated take on traditional styles in bedroom furniture, bedding, rugs, lighting, decorative accessories and more. Presenting versatile, hand-crafted products designed to stand the test of time, Birch Lane's new children's collection offers inspirational looks at affordable price points, and free shipping on orders over \$49.

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Birch Lane introduces Birch Lane Kids, a new children's collection offering an updated take on traditional styles in bedroom furniture, bedding, rugs, lighting, decorative accessories and more. (Photo: Business Wire)

"We are delighted to expand the Birch Lane brand to help our customers create fun and imaginative spaces for children," said Meredith Mahoney, founder of Birch Lane. "Until now, options in children's furnishings at affordable prices have been

very limited. Birch Lane Kids opens up a new world of possibilities in children's furnishings and décor, making timeless style more accessible than ever before."

The initial Birch Lane Kids collection will offer an assortment of kid-centric furniture and décor, with thoughtful designs to make life a little easier - including organizational features, task lighting, and built-in storage solutions. Through beautiful imagery and merchandising, customers will discover inspiration and ideas, and a selection of nearly 600 unique products to bring their design vision to life. Birch Lane Kids presents styles for every personality, with fun finds for the little dreamer, the prepster and the adventurer.

“Parents and children alike enjoy creating interiors that are very much their own,” added Mahoney. “With the launch of Birch Lane Kids, we are introducing a fun and fresh selection of children’s furnishings and décor to help create inspiring, kid-friendly spaces for relaxation and play. We are excited to bring this new collection of quality furnishings to our customers at a great value.”

To shop the new Birch Lane Kids collection, visit www.BirchLane.com or browse the Birch Lane Kids spring catalog which arrives in homes today.

About Birch Lane

Birch Lane offers a fresh perspective on traditional furnishings and décor to provide shoppers with a new source for inspiration and attainable classic design. Shoppers are invited to explore the home brand at www.BirchLane.com or through print catalog delivered straight to their homes. Birch Lane is a Wayfair Inc. brand (NYSE:W).

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Source: Birch Lane