



NEWS RELEASE

Wayfair's "Shop the Look" Makes Home Inspiration a Reality, Surpasses 130 Million Monthly Photo Views

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BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced that its Shop the Look feature, "**Room Ideas**," surpassed more than 130 million monthly photo views. Available across desktop and mobile devices, Shop the Look makes home inspiration a reality by letting shoppers explore more than 18,000 images of every room in the home styled in hundreds of different ways. Each photo features an average of more than six Wayfair products which shoppers can easily shop directly from the image in one seamless experience.

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

<https://www.businesswire.com/news/home/20171121005183/en/>

Wayfair's "Shop the Look" Makes Home Inspiration a Reality (Graphic: Business Wire)

"We know that when shopping for home, you don't always know

what you want until you see it, and finding just the right item takes more than a search – it requires ideas and inspiration," noted Ed Macri, Chief Product and Marketing Officer, Wayfair. "With a variety of styles for every room, we're seeing customers rely on Shop the Look for everything from refreshing an outdoor patio to planning a new nursery. Also, shoppers got into the holiday spirit as early as mid-September this year, increasingly browsing dining rooms for inspiration for Thanksgiving dinner and other holiday meals. Living room styles also spiked in popularity as shoppers envisioned how they will host family and friends throughout the season."

Shop the Look delivers highly-relevant product recommendations among thousands of shoppable lifestyle images. Powered by deep learning, Wayfair's visual search engine uncovers exact product matches or similar styles directly from a photo. By simply tapping a tagged item in an image, shoppers can view complete product details and immediately add products to cart or save to an **Idea Board** to bring their favorite looks to life in their own home. Shoppers even have the option to add multiple products from a photo to their cart or Idea Board simultaneously,

making it easier than ever to make their inspiration a reality, whether by one item at a time or an entire room at once.

“We’re constantly innovating to make it as easy as possible for our customers to capture the looks they love in their own homes,” continued Macri. “Leveraging our proprietary computer vision system, we’re able to create a visual shopping experience that lets our customers discover and purchase just the right products for their homes among millions of options.”

In addition to aspirational looks from its vast designer network and proprietary photography, Shop the Look now also showcases images from Wayfair customers. For the chance to be featured in Wayfair’s Shop the Look, customers are invited to share their photos on Instagram with the tag **#WayfairAtHome**.

To explore a variety of styles for every room, visit Shop the Look at [Wayfair.com](https://www.wayfair.com) **here**.

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 8 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 \$4.3 billion in net revenue for the twelve months ended September 30, 2017. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 6,800 people.

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