



NEWS RELEASE

# Wayfair Names Judges for Third Annual Trade Tastemaker Awards

1/4/2017

Interior Design Visionaries Chip Wade, Alison Victoria and Sabrina Smelko to Identify Leading Talent in Online Retailer's Trade Program

Awards Now Open to Canadian Designers for the First Time

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the 2017 judges for its third annual **Trade Tastemaker Awards**. Industry innovators Chip Wade, Alison Victoria and Sabrina Smelko will recognize excellence and innovation in residential and commercial design as they select the program's winning designers from thousands of entries. This year's program is open to interior designers based in the U.S. and Canada.

This Smart News Release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20170104005408/en/>

Interior design visionaries Alison Victoria, Chip Wade and Sabrina Smelko to identify leading talent in online retailer's trade program. (Photo: Business Wire)

Categories for the 2017 awards include Designer of the Year, Best Use of Color, Best

Hospitality Space, Best Office Space, and the People's Choice award. Award winners will be honored at an exclusive ceremony in March, and their designs will be prominently featured on Wayfair.com.

"As one of the world's largest online destinations for the home, Wayfair has the privilege of working with some of the most innovative and talented designers in the industry," said Jessica Dowling, head of Wayfair Trade. "Through our Trade program, we're able to celebrate the impressive work by design visionaries who are creating stunning interiors across a wide range of aesthetics. This year, we're honored to team up with some of the biggest names in

the business to recognize the 2017 Trade Tastemakers.”

## About the judges:

**Chip Wade** is the owner and lead creative for Wade Works Creative; an Architecture & Design Firm, Real Estate, and Production Company. Wade is the Host of HGTV’s Emmy winning series, “Elbow Room” and is also known for his time on “Curb Appeal: The Block” and “Designed to Sell,” where he specializes in showing viewers how to customize spaces to reflect their individual style and budget.

**Alison Victoria** is the powerhouse behind Alison Victoria Interiors. With offices in Chicago and Las Vegas, her client roster includes prominent boutiques, resorts, and private residences. In addition to creating her own line of modern luxury furniture, Victoria is the host of HGTV and DIY Networks “Kitchen Crashers.”

**Sabrina Smelko** is a creative visionary based in Toronto. When she’s not busy filming on-set of HGTV’s newest series “Save My Reno” (airing in April), you can find her getting her hands dirty renovating her home, directing creative for Wild and Light, and producing content for big brands, her blog, and publications such as Design\*Sponge.

Wayfair’s Trade Tastemaker Awards **submission** period is open from January 4th through January 22nd. Designers in the U.S. and Canada can enter by uploading their portfolio to the **Wayfair Designer Gallery** and selecting submission categories. The People’s Choice voting period takes place in February on Facebook, and the winners will be announced at an exclusive awards event in New York in March.

To follow the campaign, join the conversation on **Facebook** at Wayfair Trade, **Instagram** @wayfairtrade and at **#TradeTastemaker**.

## About Wayfair Trade

Wayfair Trade is open to professional interior designers, architects, contractors, real estate developers, and stagers who are members of a trade organization such as the American Society of Interior Designers (ASID) or the American Institute of Architects (AIA). Members gain access to over 12 million products across six sites, including Wayfair.com, Joss & Main, AllModern, DwellStudio, Birch Lane and Wayfair Supply. The program is also open to trade professionals in Canada through **Wayfair.ca**. To enroll or find out more, visit us **here**.

## 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**, an online destination for all things home

- **Joss & Main**, where beautiful furniture and finds meet irresistible savings
- **AllModern**, a go-to online source making modern design more accessible
- **DwellStudio**, a design house with a decidedly modern vibe
- **Birch Lane**, a collection of classic furnishings and timeless home décor

Wayfair generated \$3.14 billion in net revenue for the twelve months ended September 30, 2016. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,600 people.

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Source: Wayfair Inc.

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