



NEWS RELEASE

AllModern Unveils Catalog to Celebrate New Spring Collection

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84-page catalog offers design inspiration and a first look at this season's arrivals

BOSTON--(BUSINESS WIRE)-- **AllModern**, your home for affordable modern design, today announced the release of its **first full spectrum catalog** featuring the modern looks customers love for less. From outdoor patio sets and bedroom essentials to custom upholstery and rugs for every room, the 84-page catalog offers customers an opportunity to bring the outdoors in and refresh their home for spring. With design tips from AllModern editors and hundreds of new arrivals from exclusive brands, shoppers will find a variety of inspiration at accessible price points.

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

<https://www.businesswire.com/news/home/20170315005843/en/>

AllModern's new spring catalog brings the outdoors in through textured fabrics, natural hues, and botanical motifs. (Photo: Business Wire)

"We're so excited to bring this catalog to our customers - our biggest one yet - that offers a

curated selection of quality modern designs that are priced for real life," said Sarah Whitman, vice president and design director, AllModern. From mid-century to minimalist and more, AllModern's catalog makes it easy to mix every modern style across every budget. "We know our shoppers are looking for bold styles that marry function and fun at unbeatable prices - this is truly our AllModern brand at its best."

At **AllModern.com** and on the mobile app, shoppers are invited to discover modern looks they love and explore every day deals across hundreds of styles. Featured finds in the spring catalog include gilded floor lamps from \$88, hand-loomed rugs from \$108 and custom upholstered sofas from \$482. AllModern also offers 2-day shipping on thousands of items and free shipping on all items over \$49.

“This spring, we’re inviting everyone from apartment-dwellers to homeowners to bring the outdoors in,” said Ashleigh Sullivan, director of merchandising, AllModern. “Our catalog offers design tips focused on revitalizing your home this season for a space that’s uniquely yours. You’ll find raw materials like rattan and hide mixed with rich textiles, desert prints and sheepskin arm chairs. We can’t wait to see our shoppers bring these looks to life.”

To view a digital version of the spring catalog, visit [allmodern.com/catalog](https://www.allmodern.com/catalog). All can shop these spring essentials at [allmodern.com/springlookbook](https://www.allmodern.com/springlookbook) and share modern moments on social with #MyModern.

About AllModern

AllModern (www.allmodern.com) is your home for affordable modern design. Established in 2006 with the goal of making modern design more accessible, the site boasts a curated collection of designs across every modern style at the best prices for any budget. AllModern sources products from around the world and features a wide range of designers, from emerging talents to renowned industry names. Headquartered in Boston, Massachusetts, AllModern is part of the Wayfair Inc. (NYSE:W) brand portfolio.

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