



NEWS RELEASE

# Wayfair to Launch Pop-Up Retail Experience for the Holiday Season

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Online Leader Invites Shoppers to Explore the Unlimited Possibilities in Home Through New Interactive Brand Experience

BOSTON--(BUSINESS WIRE)-- **Wayfair** Inc. (NYSE:W), one of the world's largest online destinations for the home, will launch two holiday pop-up shops on November 1. With locations at the Natick Mall in Natick, Massachusetts and the Westfield Garden State Plaza in Paramus, New Jersey, Wayfair will invite shoppers to explore the unlimited possibilities in home enabled by its flagship e-commerce site.

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

<https://www.businesswire.com/news/home/20181003005231/en/>

Wayfair reveals design concept for holiday pop-up shops. (Photo: Business Wire)

"We are bringing the Wayfair brand directly to shoppers in a

completely new format this holiday season," said Ed Macri, chief product and marketing officer, Wayfair. "Building on the success of our television advertising and direct mail, this pop-up experience is yet another way we are deepening engagement with customers beyond our online presence."

To help visitors discover even more from Wayfair, customer service and home design experts will be on site to answer questions, recommend products and introduce shoppers to innovative new home solutions including Wayfair's **e-design platform**. In other areas of the shops, customers can learn how to tackle home improvement projects at the "How-To" station and browse more than 100 fabric swatches to create their very own **custom furniture**. Visitors will also be able to browse Wayfair's unparalleled online selection, place orders for next-day or two-day delivery, purchase Wayfair gift cards and shop a curated selection of tabletop and housewares items on display in the pop-up shop.

“For the first time ever, shoppers will be able to step into the world of Wayfair,” added Macri. “We’re excited to connect with shoppers face-to-face and introduce them to the endless possibilities in shopping for home. We look forward to welcoming both new and loyal customers in an even more personal way this holiday season.”

The Wayfair pop-up shops will be located at center court in the Natick Mall in Natick, Massachusetts (1245 Worcester Street; Natick, MA), and in the main corridor of the Westfield Garden State Plaza in Paramus, New Jersey (1 Garden State Plaza; Paramus, NJ). Shops will be open during mall hours, beginning November 1, 2018 through January 2, 2019.

### About Wayfair

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 10 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 - Everything home for every budget
- Joss & Main - Affordable discoveries for gorgeous living
- AllModern - Unbelievable prices on everything modern
- Birch Lane - Home of classic designs and fresh finds
- Perigold - The widest-ever selection of premium home

Wayfair generated \$5.7 billion in net revenue for the twelve months ended June 30, 2018. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 9,700 people.

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