



NEWS RELEASE

## Birch Lane Launches Outdoor Collection

4/8/2015

### Brings Comfort of Home Outdoors with Timeless, All-Weather Furniture and Décor

BOSTON--(BUSINESS WIRE)-- Birch Lane, a retailer of classic furnishings and timeless home décor, today announced the launch of Birch Lane Outdoor. Offering nine distinctive collections of classically styled all-weather furniture for outdoor dining and lounging, Birch Lane makes it simple and seamless for customers to create beautiful outdoor spaces just in time for summer entertaining.

The new Birch Lane outdoor furniture collection offers a fresh take on traditional styles in teak, all-weather wicker, metal and eucalyptus with many designs featuring a wide selection of colorful Sunbrella® cushions. In addition to dining tables, chairs, sofas and loungers, Birch Lane has also unveiled a seasonal selection of outdoor rugs, lighting and decorative accessories to help customers put a personal touch on their favorite outdoor space.

"At Birch Lane, we believe in creating beautiful spaces to gather, where everyone feels welcome and at ease," noted Meredith Mahoney, founder and design director of Birch Lane. "Our new collection of outdoor furniture is crafted with a love for the classics and provides everything you could possibly need to round out your favorite décor for the outdoor season."

### The Birch Lane Outdoor Collection:

**Callaway** – It's easy to enjoy everyday meals outdoors with sturdy eucalyptus wood dining sets from the Callaway collection. Remarkably lasting and low-maintenance, the teak wood furniture is grown in Brazilian forests and is FSC-certified so you can dine in eco-friendly style.

**Carrington** - Pairing classic silhouettes with spacious seating, the Carrington collection takes timeless elements outdoors. Open trellis backs give sturdy aluminum frames an airy elegance, while button-tufted all-weather

cushions lend a tailored touch.

**Endicott** - Carve out your own corner of paradise with the Endicott collection's irresistibly soft seating groups. Supported by a lightweight aluminum frame, its sectional is topped with a generous array of Sunbrella® wrapped cushions for a restful retreat that's just a few steps away.

**Lawson** - Designed to make downtime comfortable yet classic, relax in this style with this casual-chic sectional. Deep seating and ample arm space invite you to relax, while UV- and fade-resistant cushions maintain their stylish hues and supportive shape.

**Lynwood** – The comfortable construction of the Lynwood collection creates a cozy respite from life's day-to-day. Curved, hand-wrapped wicker frames topped with plush Sunbrella® cushions offer friends soft seats that are perfect for an afternoon of catching up.

**Monterey** – At once relaxed and refined, the Monterey dining collection invites you to indulge in laid-back elegance. A solid teak wood base offers handsome sculptural appeal that pairs beautifully with open-weave wicker arm chairs, creating a breezy gathering spot to soak up the day.

**Rosemead** – Breezy and inviting, the Rosemead seating group transforms any outdoor space into an intimate enclave for guests to chat. As the party winds down, spill-proof Sunbrella® seat cushions make clean-up easy after a day of mingling.

**Skylar** – From afternoon siestas to summer soirees, the all-weather Skylar sectional rises to any occasion. An aluminum frame hand-wrapped in wicker offers a sturdy foundation, while a streamlined silhouette seamlessly blends in with your existing decor.

**Summerton** – With its durable construction and variegated mocha color, the Summerton collection captures the organic beauty of teak wood. Weatherproof and maintenance-free, it can also be left outside to weather to a pleasant grey. If desired teak oil can be applied to keep the original dark brown coloring.

Shoppers are invited to explore Birch Lane Outdoor online at [www.BirchLane.com](http://www.BirchLane.com) today or through print catalogs arriving at homes in early April. Shipping on orders over \$49 is free of charge.

### 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](http://www.BirchLane.com) or through print catalog delivered straight to their homes. Birch Lane is a Wayfair Inc. brand.

### About Wayfair

Wayfair Inc. (NYSE:W) offers an extensive selection of home furnishings and décor across all styles and price points. In addition to Birch Lane, the Wayfair family of brands includes:

- Wayfair.com, an online destination for all things home
- Joss & Main, an online flash sales site offering inspiring home design daily
- AllModern, a go-to online source for modern design
- DwellStudio, a design house for fashion-forward modern furnishings

Wayfair is headquartered in Boston, Massachusetts, with additional locations in New York, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London, Berlin and Sydney.

Source: Wayfair, Inc.

## Media Relations Contact:

Birch Lane

Kate Margolis, 857-221-8085

**kmargolis@birchlane.com**

or

## Investor Relations Contact:

Wayfair, Inc.

Kate Gulliver, 617-880-8108

**IR@wayfair.com**