



NEWS RELEASE

# Wayfair Unveils Summer's Hottest Outdoor Furnishing and Décor Trends

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Analysis of More Than 300,000 Product Orders Reveals How Americans Are Celebrating Summer at Home

BOSTON--(BUSINESS WIRE)-- **Wayfair** (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today unveiled the hottest furnishing and design trends for outdoor entertaining. Wayfair analyzed a sample of more than 300,000 product orders to uncover the most popular items spanning a variety of categories, including furniture, lighting, lawn and garden, and recreation, as well as the top outdoor design trends to watch across the U.S.

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

<https://www.businesswire.com/news/home/20150806005437/en/>

"This summer, it's clear that our shoppers are savoring their time outdoors, especially in the Northeast, which was hit particularly hard by the recent winter," noted Lauren Arkema, style director for Wayfair.com. "Patios and decks across the country are being completely transformed into comfortable living and dining areas—yet with bolder and more playful choices in layouts and colors. We are seeing consumers really experiment with décor choices and also raise the bar on at-home entertaining with outdoor bars and over-the-top backyard games. From trampolines and inflatable bounce houses to traditional lawn games, the best fun this summer may be in your own backyard."

## Top Summer Home Trends

- Luxe Looks for Outdoors – Shoppers are decking out their porches and patios in resort-style for lounging, relaxation and entertaining. Complete outdoor living room sets are the most popular items this year, with chaise lounges a close second. For example, **an oval-shaped daybed and ottoman set** creates a more exotic, spa-like look.

- Bold Meets the Backyard – The seasonality of outdoor entertaining lends to experimentation when it comes to furniture selection. Shoppers are mixing unique shapes, layouts and colors to create fun retreats at home.

### Trendiest States for Outdoor Décor

1. Massachusetts
2. New Hampshire
3. Florida
4. Connecticut
5. New Jersey

- Twist on Tradition - Rocking chairs, in a variety of styles and colors, are a classic summer selection as consumers aim to make the great outdoors feel more like home. This year, **Adirondack Rocking Chairs** offer a new twist on tradition and the perfect seat for summer relaxation.
- Home Happy Hour – The neighborhood bar is now in the backyard with high-top bars and barstools among Wayfair’s top-selling items. Modern designs combined with bold colors, like a red dining set from **Vifah**, are popping up in smaller spaces and are perfect for city dwellers. **Cooler bars**, which include a table top and cooler underneath, are by far the most popular items in this category, as they allow guests to refill without stepping away from the conversation.

### Top States for Outdoor Entertaining

1. Delaware
2. Florida
3. New Jersey
4. Massachusetts
5. New Hampshire

- Bright Backyards – Consumers are going well beyond the basics when it comes to outdoor décor, adding finishing touches such as ambient lighting and outdoor rugs to patios, porches and decks. Top-selling decorative accessories include string lights, outdoor rugs and lanterns.

### Top-Selling Outdoor Decor

1. String lighting
2. Outdoor rugs
3. Lanterns
4. Garden stools
5. Arbors and trellises

## Best Backyard Ambiance

1. Washington, D.C.
2. Florida
3. New Jersey
4. Massachusetts
5. New Hampshire

- Greener Gardens, Everywhere – This summer, sales of composters, rain barrels and gardening accessories have skyrocketed. Composts bins are the most popular items in this diverse category. There is also a growing interest in gardening products that are perfect for smaller spaces.

## Most Popular Garden Products

1. Composters
2. **Space-saving planters**
3. **Self-watering planters**
4. Rain barrels
5. Canning kits

## Top States for Composting

1. Washington, D.C.

2. New Hampshire

3. Delaware

4. Massachusetts

5. Colorado

- Playful Competition – Backyard lawn games are all the rage this year. The most popular lawn game by far is the traditional **Cornhole Bean Bag Toss**, which is available in a wide variety of styles including sports team motifs. **Kan Jam** is trending as a best-seller for outdoor fun along with accessories like **glow kits** to keep competition alive into the night.

### Top-Selling Backyard Games

1. Cornhole Bean Bag Toss

2. Kan Jam

3. Trampolines

4. Bounce houses

5. Badminton

### Top States for Backyard Fun

1. Vermont

2. Massachusetts

3. Colorado

4. New Hampshire

5. Montana

### 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.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
- Birch Lane, a collection of classic furnishings and timeless home décor

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

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