



NEWS RELEASE

Wayfair Announces Judges for Trade Tastemaker Awards 2016

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Company's Trade Services Partners with Design Experts Barclay Butera, Mat Sanders and Jenni Pulos to Recognize Leading Talents in Interior Design

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the launch of its second annual **Trade Tastemaker Awards program** for 2016. Created to celebrate and honor top talent in the interior design space, the awards program is open to all design professionals. Wayfair has teamed up with industry experts Barclay Butera, Mat Sanders and Jenni Pulos to judge this year's awards across several categories, including: 2016 Designer of the Year, Best Commercial Space, Best Entertainment Space, and Best Use of Color. New this year, the public will also have the opportunity to vote for their favorite design through a People's Choice award sponsored by Stanley Furniture.

"Through our Trade Services program, we have the honor of working with incredibly talented design professionals from all facets of the interior design world," noted Jessica Dowling, head of Trade Services at Wayfair. "We are continually impressed with the creativity and innovation we see across the industry and look forward to highlighting some of the breakthrough designers of 2016. This year's Trade Tastemaker judges are true design visionaries and will bring their own fresh perspectives and vibrant personalities to what is sure to be a remarkable competition."

Each of our 2016 judges brings an exceptional level of design knowledge and expertise to this year's panel.

Barclay Butera since 1994 has been the creative force behind his eponymous design firm and showroom. Butera's signature design is distinctive; classic, but with a fresh twist that is flawlessly integrated into traditional, transitional and contemporary interiors alike. Butera is also the author of four coffee table books and is currently working on his fourth collaboration.

Mat Sanders is the editor-at-large for MyDomaine.com and founding partner at Consort Design. His days are spent creating stunning spaces for Hollywood's biggest names, scouting the hottest products and furniture, and exploring the work of today's best designers. Sander's quest for chic living is inspired by his adventures in decorating, flea market hunting, renovating, and shopping in one of the world's most exciting design destinations—Los Angeles.

Jenni Pulos is best known as executive assistant to Jeff Lewis on Bravo's Emmy-nominated hit show "Flipping Out" and its spin off "Interior Therapy." She is also a co-executive producer, actress, comedian, writer and musician. Pulos co-wrote and performs the theme song for Bravo's wildly successful, "Watch What Happens Live with Andy Cohen" and her first book, "Grin and Bear It: How to Be Happy No Matter What Reality Throws Your Way," which was released in March 2014.

The Trade Tastemaker Awards submissions are open to credentialed interior designers, architects and home stagers registered as members of the **Trade Services**. Members of the program gain access to an extensive range of home furnishings and décor on Wayfair's five sites, including Wayfair.com, AllModern, DwellStudio, Birch Lane and Wayfair Supply, receive trade-exclusive discounts, custom offerings and personalized services. To enter Trade Tastemakers, members are invited to submit their designs for consideration by uploading images of their best work to the Designer Photo Gallery by January 6, 2016. The People's Choice voting period will be conducted on Facebook in February 2016, and the winner of the 2016 Designer of the Year award, among the other categories, will be announced by the judges at an awards event in March 2016.

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

About Trade Services

Trade Services 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 seven million products across five sites, including Wayfair.com, AllModern, DwellStudio, Birch Lane and Wayfair Supply. To enroll or find out more, visit us [here](#).

About Wayfair Business

Wayfair also offers a program for business professionals tailored to optimize business shopping experiences by offering an expansive selection of office furniture and essentials – no matter the size or industry. Click [here](#) to find out more.

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, Utah, Kentucky, Ireland, U.K. and Germany.

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Source: Wayfair Inc.

Wayfair

Media Relations:

Emily Moran, 857-317-7140

pr@wayfair.com

or

Investor Relations:

Kate Gulliver, 617-880-8108

IR@wayfair.com