



NEWS RELEASE

Merch Madness in July: Wayfair Ranks Top 20 U.S. Colleges and Universities Most Likely to Have the Best Decorated Dorms

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Online Home Furnishings and Décor Retailer Identifies College Communities That Have Purchased the Most Home Goods

BOSTON--(BUSINESS WIRE)-- **Wayfair** (NYSE: W), one of the world's largest online destinations for home furnishings and décor, today announced a ranking¹ of the top 20 U.S. colleges and universities most likely to have decked-out living spaces, based on the number of dorm and basic furnishings purchased by customers on campus.

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

<https://www.businesswire.com/news/home/20160727005185/en/>

Wayfair ranks the top 20 U.S. colleges and universities most likely to have the best decorated dorms. (Photo: Business Wire).

“With back-to-school season in full swing, Wayfair looked at its site data to determine which

schools will likely have the most stylish, outfitted dorms and apartments,” said Alex Bowman, lead trend forecaster for Wayfair. “Students can create their own home-away-from-home without breaking the bank by shopping Wayfair’s extensive selection of furniture and décor. With space at a premium, it’s all about pairing functional items with personal touches to create a comfortable setting that doubles as a study lounge and a place to kick back with friends.”

Top 20 U.S. Colleges and Universities with Best Decorated Dorms

1. Columbia University – New York, New York
2. Purdue University – West Lafayette, Indiana

3. New York University – New York, New York
4. Cornell University – Ithaca, New York
5. University of Missouri – Columbia, Missouri
6. Duke University – Durham, North Carolina
7. Texas A&M University – College Station, Texas
8. Virginia Tech University – Blacksburg, Virginia
9. University of Virginia – Charlottesville, Virginia
10. Boston College – Chestnut Hill, Massachusetts
11. DePaul University – Chicago, Illinois
12. University of North Carolina at Chapel Hill – Chapel Hill, North Carolina
13. Northeastern University – Boston, Massachusetts
14. Northwestern University – Evanston, Illinois
15. Mississippi State University – Mississippi State, Mississippi
16. Massachusetts Institute of Technology – Cambridge, Massachusetts
17. West Virginia University – Morgantown, West Virginia
18. University of Wisconsin – Madison, Wisconsin
19. University of Michigan – Ann Arbor, Michigan
20. Harvard University – Cambridge, Massachusetts

Campus Style

When it comes to decorating dorms and college apartments, Wayfair has seen a year-over-year increase in sales of coastal, contemporary/modern, and traditional furniture and décor. Top selling products across these styles include:

Coastal:

- **Bayside Coverlet Set**
- **Nantucket Free Standing Cabinet**
- **Iron and glass lantern**

Contemporary / Modern:

- **Full Platform Bed with Underbed Storage**
- **Emmett TV Stand**
- **Neptune 1 Drawer End Table**

Traditional

- **Rectangular Tufted Storage Ottoman**
- **Crannell 3 Tier Tower Shoe & Coat Rack**
- **Merritt Geometric Curtain Panel**

Popular Trends

Wayfair has also seen a recent uptick in the number of student purchases across Lighting, Upholstery and Outdoor categories on the site. Top sellers for each include:

- Lighting: **Splatter 15.5" Table Lamp** – perfect for late-night studying
- Upholstery: **Athena Convertible Sofa** – great for friends who need a place to crash
- Outdoor: **Parker Hammock Chair** – a must-have for studying in the shade

To read helpful dorm DIY tips and tricks from Wayfair editors, visit: <https://www.wayfair.com/ideas-and-advice/dorm-room-must-haves-S8145.html>.

Methodology:

1 The ranking was determined based on the number of furniture and décor products purchased by customers who visited Wayfair.com from a university IP address between January 1, 2015 – July 17, 2016. Wayfair then ranked the zip codes where the highest number of those purchases were shipped to and associated the codes with the closest college or university nearby.

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, where beautiful furniture and finds meet irresistible savings
- 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 generated \$2.25 billion in net revenues for full year 2015 and \$747 million in net revenues for first quarter 2016. The company employed 4,604 people as of March 31, 2016 and is headquartered in Boston, Massachusetts with operations throughout North America and Europe.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20160727005185/en/>

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