



NEWS RELEASE

# Wayfair Honors Winners of 2017 Trade Tastemaker Awards

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Top Interior Designers Recognized for Exceptional Work by Wayfair's Trade Program and Industry Experts Chip Wade, Alison Victoria and Sabrina Smelko

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the winners of the **2017 Trade Tastemaker Awards**. For the third-annual campaign, **Wayfair Trade** collaborated with design visionaries Chip Wade, Alison Victoria and Sabrina Smelko to identify the top designs from more than 10,000 submissions, a record number for the program. This year's judges critiqued the entries based on innovation and aesthetic in each of the following categories: Designer of the Year, Best Use of Color, Best Office Space and Best Hospitality Space. For the second consecutive year, the public had the chance to vote on their favorite project through the People's Choice award.

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

<https://www.businesswire.com/news/home/20170324005127/en/>

Judges of the 2017 Wayfair Trade Tastemaker Awards (L-R) Alison Victoria, Chip Wade, Sabrina Smelko (Photo: Business Wire)

"We are always amazed by the spectacular designs created by the talented members of our

Trade program and are thrilled to team up with our expert judges to recognize those who are elevating the future of the industry," said Jessica Dowling, head of Wayfair Trade. "This year's award-winning concepts demonstrate what it means to be a Trade Tastemaker by illustrating an exceptional balance of materials and color, and by showcasing an unwavering commitment to innovative design."

2017 Trade Tastemaker Award Winners:

- **2017 Designer of the Year** – Terracotta Design Build
- **Best Use of Color** – High Park Renovation by Designtheory
- **Best Office Space** – The Hivery by Design Renegades
- **Best Hospitality Space** – The Drexyl by Aline Architecture
- **People’s Choice** – Amy Kartheiser Design

Award winners were recognized at an exclusive ceremony in New York. The ceremony was hosted by Evette Rios and Megan Colarossi from Wayfair and A+E Network’s lifestyle series The Way Home, along with the 2017 judges and previous Trade Tastemaker winners.

### Comments from the judges:

“The designs that caught my eye were the ones that were layered yet balanced. To be able to create a space by blending different materials and textures that’s well executed is challenging. Just by looking at these spaces, it’s clear that the designers have a tremendous amount of talent and approach each project with a great deal of passion.” – Alison Victoria, host of HGTV and DIY Networks’ “Kitchen Crashers” and founder of Alison Victoria Interiors

“Design that demonstrates a consistent voice yet still offers something fresh and surprising is what grabs my attention. Each designer’s approach was so unique, but they all demonstrated a high attention-to-detail, making our job very hard. You can tell that a lot of thought, care and love was put into each project, and the resulting spaces are truly captivating and inspiring.” – Sabrina Smelko, star of HGTV’s newest series “Save My Reno” and creative director at Wild and Light

“Design is all about balance. Going beyond traditional while maintaining classic appeal requires bold creativity and willingness to take risks. These designers captured my attention through their ability to tell such colorful stories by transforming living spaces into exceptional masterpieces.” – Chip Wade, owner of Wade Works Creative and host of HGTV’s “Elbow Room”

Wayfair Trade is a community of interior designers, architects, contractors and real estate stagers. Open to accredited professionals in the U.S. and Canada, members receive access to top brands and trade exclusive collections, design tools such as idea boards to organize product selections by room, and a dedicated industry expert to help with the design process from start-to-finish.

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

### [About Wayfair Trade](#)

Wayfair Trade is open to credentialed design professionals. Members enjoy access to exclusive discounts and perks on over 13 million products across six sites, including Wayfair.com, Joss & Main, AllModern, DwellStudio, Birch Lane and Wayfair Supply. The program is also open to trade professionals in Canada through **Wayfair.ca**. To enroll or find out more, visit us **here**.

### About Wayfair Business

Wayfair Business is a one-stop shop that serves business, hospitality, property management and education professionals by offering commercially rated products and competitive pricing. To enroll or find out more, visit us **here**.

### 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**, an online destination for all things home
- **Joss & Main**, where beautiful furniture and finds meet irresistible savings
- **AllModern**, your home for affordable modern design
- **DwellStudio**, a design house with a decidedly modern vibe
- **Birch Lane**, a collection of classic furnishings and timeless home décor

Wayfair generated \$3.4 billion in net revenue for full year 2016. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 5,600 people.

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