



NEWS RELEASE

Wayfair Launches All New Design Services to Help Customers Style Their Homes

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E-Design Solution Connects Wayfair Customers with Designers to Affordably Transform Any Space

BOSTON--(BUSINESS WIRE)-- **Wayfair** Inc. (NYSE:W), one of the world's largest online destinations for the home, today announced that its e-design platform, Design Services, is now available to millions of shoppers on **Wayfair.com**. Starting at \$79 for a one-room project and available on desktop and mobile, Design Services connects interior designers with Wayfair customers who are looking for a convenient and affordable design solution as they shop for their homes.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20180815005320/en/>

Wayfair launches all new Design Services to help customers professionally style their homes.

(Photo: Business Wire)

“Wayfair offers an unparalleled selection of furniture and décor that has helped millions of

customers find pieces to make their home uniquely their own. As we've grown, we've introduced new features and innovative tools that enable people to shop confidently, knowing that the items they buy will look great in their home,” said Blair Kenary, head of Design Services, Wayfair. “With Design Services, Wayfair is helping to connect the dots for customers who are designing an entirely new space or simply redecorating. This new service takes the guesswork out of shopping for the home by allowing anyone to work with a talented professional, at a price they can afford, to make their personal design vision a reality.”

To meet the needs of all Wayfair customers, Design Services is available in two packages: Lite and Classic. With every Wayfair Design Services package, customers collaborate one-on-one online and over the phone with a

talented, vetted interior designer for a completely personalized experience.

The Lite offering is ideal for someone who knows how to arrange a space, but wants help selecting product to complete the look. The Classic includes everything that the Lite package offers, plus extra phone time with the designer, a custom floor plan and 2-D room design rendering.

Design Services, Lite Package – \$79

- A professional interior designer of your choice
- A concept (up to 2 revisions)
- Customized shopping list
- Expert style tips
- Unlimited messaging with designer
- Up to 30 minutes of phone time with your designer

Design Services, Classic Package – \$149

- A professional interior designer of your choice
- A concept (up to 2 revisions)
- Customized shopping list
- Expert style tips
- Unlimited messaging with designer
- Up to 60 minutes of phone time with your designer
- A 2-D room design (1 revision)
- A custom floor plan

To get started, customers select a package, complete a brief style survey sharing their preferences and goals, and choose their favorite designer among the talented and growing team. Throughout the project, customers and designers work closely to review concepts, room designs and shopping lists, while communicating via Wayfair's messaging platform, as well as by phone. Design Services clients will also benefit from Wayfair's award-winning customer service team who will be on-call to assist with any product orders to ensure all furniture and décor is seamlessly delivered to their door.

Why Design Services

Beyond offering Wayfair customers an affordable, best-in-class solution to create a home they love, Design Services allows interior designers in the program to expand their portfolio by tapping into the growing e-design market, earn extra income and create a desirable work/life balance by making their own schedule.

“Our dedicated, in-house team worked tirelessly to deliver a design solution that’s easy to use and benefits the design community, as well as Wayfair customers,” continued Kenary. “We’re excited to introduce this all new offering that enhances the way people shop for the home.”

To learn more about Wayfair Design Services and get started on creating a home you love, go to:

www.wayfair.com/designservices.

About Wayfair

Wayfair believes everyone should live in a home they love. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of more than 10 million items across home furnishings, décor, home improvement, housewares and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes - from product discovery to final delivery.

The Wayfair family of sites includes:

- Wayfair - Everything home for every budget
- Joss & Main - Affordable discoveries for gorgeous living
- AllModern - Unbelievable prices on everything modern
- Birch Lane - Home of classic designs and fresh finds
- Perigold - The widest-ever selection of premium home

Wayfair generated \$5.7 billion in net revenue for the twelve months ended June 30, 2018. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 9,700 people.

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