



NEWS RELEASE

# Joss & Main Launches Shoppable Platform with HGTV's Brothers Take New Orleans

11/23/2016

## Partnership Brings Affordable Furniture and Décor to Families in Need

BOSTON--(BUSINESS WIRE)-- Joss & Main, a retailer of beautiful furniture and home décor at irresistible prices, today announced a partnership with the HGTV® brand new series, Brothers Take New Orleans™. Through the integration, Joss & Main will provide furniture and décor for transformed houses in New Orleans to benefit families on the Affordable Living List. Viewers will be able to easily shop the same budget-friendly looks seen on Brothers Takes New Orleans through daily sales on **Joss & Main**, beginning November 23.

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

<https://www.businesswire.com/news/home/20161123005083/en/>

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"We have had a long standing relationship with HGTV and are honored to be involved in their new series, Brothers Take New Orleans," said Paul Toms,

general manager, Joss & Main. "Joss & Main is a perfect complement to the spaces overhauled on the show - offering stylish décor and furniture that can make a beautifully renovated space instantly feel like home. Taking an integrated approach, our daily shoppable sales will also offer affordable home design to families across America."

In this fresh new series, HGTV power siblings, Jonathan and Drew Scott, will take their fierce competition on the road and battle it out in the Big Easy. In their biggest challenge to date, they're asked to work side by side in traditional "shotgun" houses in the heart of New Orleans and restore these historical gems to their former glory. On four of this season's episodes, the spaces will be fully furnished and decorated by Joss & Main to benefit families on

the St. Bernard Project's Affordable Living List. Brothers Takes New Orleans premieres on November 23 at 9 p.m. ET on HGTV, along with the launch of shoppable daily sales on **Joss & Main** that will continue through December 21.

## About Joss & Main

Joss & Main ([www.jossandmain.com](http://www.jossandmain.com)) is where beautiful furniture and finds meet irresistible savings. For the site's millions of design-loving visitors, it's where they'll find the looks they've seen in blogs and magazines – priced up to 70% off. From seasonal staples to ever-changing discoveries, each day promises thousands of treasures to suit every design style and lifestyle. Headquartered in Boston, Massachusetts, Joss & Main is part of the Wayfair Inc. (NYSE:W) brand portfolio.

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Source: Joss & Main

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