



NEWS RELEASE

Joss & Main Enhances Retail Experience with New Fall Catalog Launch

8/8/2016

90-page catalog offers a take on fall trends and home inspiration for shoppers

BOSTON--(BUSINESS WIRE)-- **Joss & Main**, an online retailer of on-trend furniture and décor for the home, today released their **first full spectrum catalog** to bring customers stylish fall looks for less. The 92-page catalog features highly stylistic, unique home items and entertaining and design tips for every occasion and room of the house. The catalog offers a range of styles, including coastal, bohemian, rustic, modern, glam and more to give consumers a peek at what's new in home design this fall.

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

<https://www.businesswire.com/news/home/20160808005251/en/>

Joss & Main's 92-page fall catalog features highly stylistic, unique home items and entertaining and design tips for every occasion and room of the house. (Photo: Business Wire)

"A few of the fall trends that we have explored in Joss & Main's new book are tribal fabrics in rich shades and textured textiles," said Donna Garlough, style director, Joss & Main. "You'll find asymmetric

rugs with Moroccan patterns, some Turkish kilim pillows, and lots of accents that speak to global style," she notes. The midcentury trend also makes a splash: "We've incorporated the Scandinavian silhouettes that are popular now, and shown how to mix them with other pieces for a softened, more cheerful look."

At jossandmain.com and on the mobile app, shoppers can easily pin and save their craved seasonal looks to Joss & Main's Idea Boards, which bring together style across a recently expanded inventory of over 70,000 items and curated looks. For frequent shoppers, the new shipping program offers 30 days of free shipping for every new purchase in addition to free shipping on all items over \$49.

“At Joss and Main we’re always evolving to meet the needs of consumers to help them find ideal prices and treasures for the home,” said Paul Toms, general manager, Joss & Main. “With the new catalog, we’re expanding on an immersive shopping experience. Shoppers can easily see the products come to life, get inspired in new ways, and head online to find even more looks for less, no matter design or budget.”

Moving forward, Joss & Main’s team of buyers and editors will continue to craft seasonal catalogs that emphasize an updated take on core styles with modern elements. To view a digital version of the fall catalog, visit <https://issuu.com/wayfair.com/docs/jm-fall2016-issuu-final>. All can head to jossandmain.com to learn more and share any discoveries on social with #jossfind.

About Joss & Main

Joss & Main (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.

View source version on businesswire.com: <https://www.businesswire.com/news/home/20160808005251/en/>

Source: Joss & Main

For Joss & Main

Media Relations:

Caroline Burns, 617-532-6100 x2950

PR@wayfair.com

or

Investor Relations:

Julia Donnelly

IR@wayfair.com