



NEWS RELEASE

Wayfair Announces 2015 Trade Tastemaker Awards

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Home furnishings leader teams up with Candice Olson, Jeffrey Alan Marks, and Windsor Smith to spotlight top talent in home design

BOSTON--(BUSINESS WIRE)-- Wayfair Inc. (NYSE:W), one of the world's largest online destinations for home furnishings and décor, today announced the debut of its **Trade Tastemaker Awards**. Created to honor the top emerging talent in interior design across a range of aesthetics, Wayfair will name one design professional as the 2015 Designer of the Year and recognize one top designer in each of the following categories: Rising Star, Best Design Innovator, Best Use of Color, Best Design Solution, and Best Commercial Space. Internationally recognized designers Candice Olson, Jeffrey Alan Marks and Windsor Smith will judge the awards.

"Wayfair's Designer Photo Gallery offers unique access to professional home design projects and allows us to watch as talented designers emerge and shape the home space," noted Jessica Dowling, head of Trade Services at Wayfair. "For the launch of the Trade Tastemaker Awards, we are thrilled to team up with three superstar judges to spotlight the latest and greatest talent in home design."

The Trade Tastemaker Awards are open to credentialed interior designers who register as members of Wayfair's **Trade Services** program. Entrants may submit their work for consideration by uploading images to the Designer Photo Gallery by February 8, 2015. Wayfair will announce the Designer of the Year and accompanying categories in March at a reception with the judging panel.

About the Judges

Candice Olson is known for her fresh take on traditional style, creating timeless yet contemporary spaces across the United States and Canada. She is the creator and host of "Divine Designs with Candice Olson" and "Candice Tells All", #1 HGTV hits for the last nine years, a guest judge on HGTV's Design Stars, and the author of six books on

interior design.

Jeffrey Alan Marks is considered one of today's most influential American designers and has been internationally recognized as a trendsetter for over two decades. He was a featured designer on Bravo TV's "Million Dollar Decorators", showcasing his globally inspired style with an emphasis on comfort and livability. He is also the author of "The Meaning of Home" a coffee table book of his firms' projects. Jeffrey's inspired furniture designs and lighting can be found at Palecek and he recently launched a collection of fabrics with Kravet to much acclaim.

Windsor Smith's elegant designs are revered in the trade for their lifestyle-driven approach. She creates beautiful spaces for leaders in the entertainment and business worlds, seamlessly blending luxury with the creature comforts and flexibility needed to support busy, multitasking families. Windsor's projects are featured in top design publications including Veranda, which named her as one of the top 25 design influencers in their 25-year history. A feature designer for Century Furniture Icons Collection, Kravet Fabric & Rugs, Arteriors (launching April 2015) and Boyd Lighting (launching 2015), she publishes her first book "Homefront" with Rizzoli in Spring 2015.

About Wayfair Trade Services

Wayfair Trade Services is open to professional interior designers, landscape designers, architects, contractors, developers, and real estate stagers who are members of a trade organization such as the American Society of Interior Designers (ASID) or the American Institute of Architects (AIA). To enroll or find out more, visit us [here](#).

About Wayfair

Wayfair 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, an online flash sales site offering inspiring home design daily
- 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 is headquartered in Boston, Massachusetts, with additional locations in New York, Ogden, Utah, Hebron, Kentucky, Galway, Ireland, London, Berlin and Sydney.

Photos/Multimedia Gallery Available: <https://www.businesswire.com/multimedia/home/20150114005367/en/>

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