

# WAYFAIR

Natick, MA  
Retail Prototype

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## Size

3,700 square feet

## Project Highlights

First-ever Wayfair full-service brick-and-mortar store

Custom reconfigurable system of fixtures provides structure for curated furnishings vignettes and free-standing displays

Custom wall displays designed to snap in and out

Power sources throughout the space, hidden behind merchandising walls and strategically placed at floor cores, enable fully-flexible mobile points of sale

## Services Provided

Full-service interior architecture and design

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Wayfair has opened its first-ever, full-service brick-and-mortar store within a mall in Natick, MA. The new venue, prototyped and designed by IA working closely with client teams, brings the Wayfair brand into the built retail environment. Here shoppers can browse, make purchases, or place orders for home delivery with the advantage of design advice from on-site Wayfair consultants. They can even design a digital room with Wayfair goods, enter it at full scale via virtual reality, and later log-in at home to adjust their design or make a purchase.

With no interior walls, a custom reconfigurable system of fixtures provides structure for curated furnishings vignettes and free-standing displays, offering ultimate flexibility and opportunity for Wayfair to reinvent its merchandising as needed. Custom wall displays are designed to snap in and out. There are no permanent fixtures at the perimeter walls or at the center of the store. Power sources throughout the space, hidden behind merchandising walls and strategically placed at floor cores, enable fully-flexible mobile points of sale, increased in number or relocated at will.

Custom wood clouds floating at the ceiling offer user-friendly lighting (track heads snap in/out manually), and additional accent lights can be hung from the clouds. Exposed brick and custom millwork add a welcoming warmth. Moveable partitions, hidden behind millwork doors, open and close the storefront.