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Washington coffee table by breakwater bay

RealSimple Shop Home Furniture Living Room Salon Table Refine Without delivery take-outkids menued roles on table-high chairs-owned vegan options vegetarian optionstaker reservationsaccepts credit card breakfast, lunch, dinnerbike parkingwheelchair available well for child benefit for group good for happy hourwi-fihaz twasher serviceceaterspersoperopesoper for allhours or services may vary due to COVID-19. Contact your business directly to confirm hours and availability. TripAdvisor wouldn't let me choose the actual date, so the May 2016 date below isn't accurate. I actually stopped here on the Easter weekend back in 2012, my buddy Blebs and I stopped in on Sunday night to have dinner after surfing all day. It's one of those places I've seen many times on the way out to Neah Bay, but never bothered to stop at. Since it was Easter Sunday (evening) it was quite deserted, but they were still open. The food was good, and the restaurant interior was basically what you would expect for sparsely populated areas. Only a few people worked, but the server that was also the hostess was friendly and her service was quite fast. Stop in once, this place was pretty cool. I visited the Olympic Peninsula back in May and had suddenly become violently ill. Since there are not many places to stop in this sparsely populated region, I was forced to stop here. Normally I hate having to stop at restaurants to take care of... Av... business, but since I had no other choice, I ran straight in. When I walked into the restaurant, I happened to spot waiters. He smiled at me, but then I threw a knowing glance before running, belly in hand, to the toilet where my stomach continued to betray me for the next 15 minutes. They will be kind to you here, even if you seek to destroy their bathrooms. More Wayfair and the colorful pinwheel logo are seemingly everywhere these days: on boxes opened by Bobby Berk in the final season of *Queer Eye*, hovering next to photos of middle school friends' children in Facebook sidebar ads. Its ubiquitous jingle - Wayfair, you have exactly what I need! - is probably embedded in your subconscious. It's been in the news, too. In June, Wayfair was the subject of protests from its employees, who walked out of the company's Boston office to protest the employer selling cots to a government contractor that furnishes U.S. border detention facilities. The breadth of coverage and attention to the matter shone a light on how big the company is. Everyone knows what Wayfair is. Or do they? Even if you have ordered furniture from the site, you may find yourself not quite able to say what it ... Is. A brand? A marketplace? Something else entirely? Wayfair sells more than 14 million products across five sites. It also has 80 house brands, which are not actually brands in it taken, but acts as a way to categorize and merchandise products in certain decorating aesthetics. It does not produce any of the products it sells, instead using a drop ship model. When customers place an order, Wayfair buys the item from one of its 11,000 vendors, which is then shipped to the customer, although this happens in different ways. In 2018, it sold nearly \$7 billion worth of products, making about \$1.5 billion in gross profit. But the company is not profitable, as it spent \$2 billion on operating costs (more than a third of that on marketing) in service to acquire new customers and retain existing ones. Nevertheless, sales grow every year, and it wins over repeat customers. In 2018, it sold products for nearly \$7 billion. The market for affordable furniture and furnishings is limited to a few devices, and in the Instagram era, decorating trends change faster than you can say ship-lap. Shoppers have come to rely on retailers with big choices such as Amazon, Overstock, Houzz, and Wayfair for home décor and, increasingly, large furniture, as expectations of fast delivery become the norm. Wayfair became the behemoth it is now due to the dot-com bust of the early 2000s, the changing nature of internet shopping, and an increasingly global supply chain. It has emerged as a leader among its peers. But for customers it can get quite confusing. Wayfair's brand and its brands Wayfair are not just Wayfair.com. It also owns Joss & Main, AllModern, Perigold and Birch Lane. Wayfair.com is the main catchall area, where you can find most of the company's offerings, from furniture to appliances to the ridiculous one-person sauna that went viral. The other sites offer smaller goods, but they are loosely theme. AllModern is obviously modern, while Joss & Main and Birch Lane are quite indistinguishable and lean traditional. The latest site, Perigold, is high-end, although it seems to be aimed specifically at someone who owns a castle and/or a villa. (This \$27,000 twin marriage bed set - marked down from \$32,000 - seems ready for The Crown.) The company calls these sites lifestyle brands. Beyond the lifestyle brands, the products are further grouped into one of Wayfair's 80 so-called house brands, which are only sold on Wayfair.com. The point of our brands is to curate this massive selection and to create an environment where you are able to understand what the style is. [It's] to make the shopping experience easier, says Jon Blotner, Wayfair's head of private label, visual media and new suppliers. Looking for a quick way to keep up with the endless news cycle? Host Sean Rameswaram will guide you through the most important stories at the end of each day. Subscribe to Apple Podcasts, Spotify, Overcast or wherever you listen to podcasts. It's Loom Peak, Bungalow Rose, Laurel Foundry Modern Winston Porter, Andover Mills, Brayden Studio, Breakwater Bay, Lark Manor, Millwood Pines, Gracie Oaks and Beachcrest Home, all of which sound like they were created by a name generator. The last one, announced just days before the walkout, is called Hashtag Home. It is colorful and, as its name suggests, social media-friendly. According to a Wayfair earnings call in May, more than 70 percent of sales come from its house brands. The rest of the sale are items that have not been folded into a house brand umbrella. For example, you can find Safavieh carpets there sold under Safavieh's name. To further confuse things, Safavieh also gives elements to Wayfair that end up in a house brand category. I bought two house-brand Breakwater Bay Peralez bedside tables and they came in Safavieh boxes. Nowhere on the listing does it say that they are produced by Safavieh. When you click on the Breakwater Bay brand page, it is described as follows: Whether you are stationed by the sea or living inland, Breakwater Bay brings nautical style to any room. This is all great for Safavieh, who can sell his products in a variety of settings, as Safavieh President Arash Yaraghi explained to me. The company has name recognition, so Safavieh can sell things to people looking for Safavieh, as well as people looking for vaguely nautical bedside tables and don't know or care about who produced it. Breakwater Bay table, produced by Safavieh. Wayfair With traditional retailers, house brands, also called private labels, are usually manufactured by an external company and then packaged and merchandised to look like a real brand. The store gets higher profit margins and customers get cheaper prices than with external name brands. When you order something from Threshold, a house brand at Target, it comes in a threshold box with threshold marking and a specific look. Everything is consistent. It's important that packaging leads the customer journey, said Anika Sharma, assistant professor at NYU Stern and marketing expert. That's not the case with Wayfair's house brands. All these brands have proprietary digital photo treatments to make them appealing and easier shoppable, but when you order it from the beautiful digital page it's on, the branding stops. Wayfair doesn't care if you remember that something came from Breakwater Bay or Bungalow Rose. We always want people to say that [it came from] Wayfair, Blotner says. Do I think in the future people will say Bungalow Rose is a big brand? Maybe, but what I really want customers to say is, 'Man, it's so much easier to shop at Wayfair.' One item, many names and prices it would be tempting to compare these lifestyle brands and house brands with those of a company like Williams Sonoma Inc., which owns Williams Sonoma, Pottery Barn and West Elm. It is not exactly analogous. William Sonoma, Inc.'s brands are all different stores with their own aesthetic and their own goods. While maybe the same manufacturers can make furniture for both stores, you're not going to find the exact same table at Pottery Barn and West Elm, or find these products at any other retailer. This does not apply to Wayfair and its websites, which offer some of the same products. These products can often be found on competitors' websites as well, often at different prices. We always want people to say [it came from] Wayfair. The vast majority of Wayfair's products come directly from factory or importer warehouses. Wayfair buys it from an intermediary who got it [to the Us], and then in many cases, that middleman also ships directly to the consumer's home, says Jerry Epperson, a furniture industry analyst. (This starts to change when Wayfair sets up its own warehouse system called CastleGate to help vendors get things to customers faster.) In its heart, Wayfair uses a classic drop ship model and has no merchandise of its own. Wayfair decides which goods to sell and sets the prices of everything, just like any traditional retailer does. The money you pay for, say, my Breakwater Bay tables goes directly to Wayfair. But then Wayfair buys the tables at a lower, previously agreed price from the supplier - in this case Safavieh. Quartz first reported on the phenomenon of one item with many names and awards in 2017. Any retailer can buy from the same suppliers, since none of the designs are exclusive. And outside of some brands like La-Z-Boy, consumers don't really know furniture brands, according to Epperson. So sellers can label them the way they want. (Like Zara and fashion, you can also find knockoffs. For example, this Pottery Barn sells leather table for \$1,200; it's a similar one at Wayfair for \$285.) Here's what this looks like: On Wayfair.com is called a rustic, three-beaded light fixture Bungalow Rose Bargas 6-Light Empire Chandelier and is pictured with several photos in several settings, for \$369.99. But it's also available at JossandMain.com, one of Wayfair's lifestyle brands, like Barga's 6-Light Empire Chandelier, with just one accompanying image. At the time of writing, it costs \$359.99. At one point I saw them listed at slightly different prices, \$359.99 and \$362.77, respectively. I also did a Google image search and found the same chandelier on AntiqueFarmhouse.com for \$368 and at Target for \$556, with different names. Prices on Wayfair's websites change in real time, thanks to an automated algorithm. In a 2015 Harvard Business School case study, Wayfair vice president of awards at the time told authors Thales Teixeira and Elizabeth Anne Watkins that prices are adjusted daily. On any given day our model evaluates factors as seasonal effects and competition, and adjusts prices automatically. The algorithm also takes into account availability and delivery times. Wayfair's Blotner said this is common across e-commerce platforms. All e-commerce has dynamic pricing. That's standard. How Wayfair grew out of the early 00s dot-com bubble In the late 90s, as the internet became more and more accessible to the average consumer, e-commerce businesses were all the rage, getting big investments from venture capitalists. Remember Pets.com? At the peak of its popularity, its sock puppet advertising aired during the 2000 Super Bowl. But it never turned a profit, like many of its contemporaries, and it had to close. This was a familiar story during the end of the dot-com boom, and in the spring of 2000, the bubble burst, the Nasdaq crashed and left many dead companies in its wake. It was in this hostile environment that Wayfair founders and former college friends Niraj Shah and Steve Conine decided it would be a good idea to launch an e-commerce business. They came across a bunch of mom-and-pop, non-tech-savvy businesses selling things like birdhouses online. The owners made a decent living doing so, but Shah and Conine saw a greater future for this type of product specificity, according to a 2012 inc. profile of the company. And they chose furniture and furniture because it was something not many retailers did online at the time. One of their first sites was called RacksandStands.com, which sold, yes, racks and stands for TV and stereos. They used a drop ship model even then, selling thousands of products from several manufacturers. They used search engine optimization data and targeted keyword ads to eventually build more than 240 separate websites that EveryMirror.com, and recorded the terms people searched the most. They called their company CSN Stores, avoiding smart digital-sounding names to not immediately scare away furniture vendors they met who were nervous about online businesses. So in 2011, their sites began to get less traffic, due to changes to Google's search algorithm, according to DigitalCommerce360. Customers were also not returning buyers on the sites since they stumbled on them via generic searches rather than out of any sense of brand or retailer loyalty. After all, how often do you need to buy a stereo rack? So the founders combined all their websites and rebranded as Wayfair. To make this public, they sent their 700 employees out on a pub crawl in Boston, all wearing their new Wayfair T-shirts. It took over a year for Google to start showing up the company regularly in searches. In 2012, Wayfair paid for its first TV commercial, which was colourful and whimsical, and featured a narrator reading a poem about the big and small things you could buy there. The company employed a former Better and Gardens editor for input on building a visually appealing website. The infamous jingle debuted in 2014, the same year the company went public. According to the Harvard case study, after the ads began airing, the company saw an uptick in Google searches for Wayfair. The growth was further driven by a savvy use of targeted marketing on Google, Facebook, Instagram and via customer email. To consistently appear on top of Google when someone searches for something, the company (like all major e-commerce sites) is likely to bid on Google ad keywords, said Kirithi Kalyanam, director of the Retail Management Institute at the Leavay School of Business at Santa Clara University and a former board member at Wayfair competitor Overstock. If two companies offer the same keywords, such as velvet sofa, Google typically gives the most prominent ad position to the highest bidder. Google gets paid when someone clicks on the ad, so it also takes into account the likelihood of someone clicking. At this point, Wayfair may bid less on the expression rustic chandelier, but more people recognize it than they do AntiqueFarmhouse.com at this point and will be more likely to click. And everything builds from there. The more people who click on and buy from Wayfair, the more often it will appear in organic, non-paid searches. The future of Wayfair Epperson, the furniture industry analyst, estimates that pre-assembled furniture is probably less than a sixth of what Wayfair sells. It is easier to ship smaller interior items or renovation supplies. And Wayfair has said on earnings calls that the average customer purchase is about \$250. But it's definitely trying to grow its big furniture business, while making yourself shop there for hooks and tea towels. Wayfair has been trying since its inception to differentiate itself from Amazon by selling large furniture that Amazon has historically avoided, says Teixeira, a professor of Harvard case study and author of *Unlocking the Customer Value Chain*. Wayfair's first store, in Massachusetts. John Horner Photography After doing a number of pop-ups over the years, Wayfair just opened its first permanent store in Natick, Massachusetts. It offers hundreds of smaller items that customers can bring home, and will also allow customers to get an IRL taste of how their digital services are. Customers can work with designers to plan rooms and touch fabrics that it uses in a furniture customization program. But the employee walkout still leaves lingering questions and shines a light on the furniture industry as a whole. The biggest players, including Ikea and Amazon, are full of questionable working practices, fuzzy supply chains and a negative environmental impact, as Kate Wagner recently wrote on Curbed. Consumers who want to act ethically face trying to solve a Byzantine sales structure. Ross Steinman, a psychology professor at Widener University who studies brand overruns, didn't think the walkout would be good for Wayfair when I called him right after it happened in June. (A brand transgression is something like bp oil spill or Kendall Jenner's Pepsi ad.) But he acknowledged that, like Amazon, it's a difficult company to boycott because of its sheer size, ubiquity, and customer loyalty. What often happens with brand violations is, despite everyone's claims, [customers] are coming back, he said. From a marketing perspective, Wayfair's brand mishaps have mostly washed away due to a rapid media cycle that has moved on to the next big story. Whether Wayfair can disentangle itself successfully may ultimately depend on how it responds to its employees first and foremost. Chief executive Shah acknowledged to investors on the August 1 earnings call that management was still working with employees on the matter. We have an ongoing dialogue with our employees and are proud to have a fantastic team that is passionate and committed, both at work and in their broader community, he said. We are committed to constructively working with Wayfairians around the world, to internally navigate this and other important topics that may arise in the future. While some Glassdoor reviews paint a picture of low pay and some systemic disorganization, the staff I spoke to seemed to be happy at Wayfair. My daily life there is fun, I like the job, it's professionally encouraging me to grow, says a current employee, who did not want to discuss the walkout and requested anonymity because Wayfair has sent messages of dissatisfaction with employees speaking to the press since the walkout. I think Wayfair is a strong brand and has significant brand equity, Steinman said. Without a sustained effort from the employee group, or a consumer activist group that is taking over the cause, it is likely that Wayfair's consumers will continue to buy their products as they have in the past. Sign up for the Goods newsletter. Twice a week we send you the best goods stories that explore what we buy, why we buy it, and why it matters. Want to help keep Vox free for everyone? Millions of people rely on Vox to understand how the policy decisions made in Washington, from health care to unemployment to housing, can affect their lives. Our work is well-picked, research-driven and in-depth. 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