

Selene Angier | Copywriter
Kitchen, Furniture and Home Décor Product Description Samples
from Joss & Main/Wayfair

A selection of item descriptions I wrote for Wayfair's Joss & Main flash sale site. High-end brands to household names, this home-first website sells furniture, accents, rugs, lighting, kitchen essentials, wallpaper, and more by Kartell, Gus Modern, Safavieh, Thomas Paul, Kohler, and Le Creuset, along with niche artisan makers and white-label warehouse offerings.

Our GM was a lover of the written word, recognizing that good copy sells – and we crafted original copy for every.single.item we put on the site. Translation? Publishing thousands of SKUs a day in the Joss “lovely” voice.

Kartell Dune Tray

Designed by Mario Bellini, the Dune Tray brings colorful cheer and unrivaled craftsmanship to everyday form and function. This elegantly fluid tray pairs natural beauty with modern design, offering an ultra-durable tray to serve guests your signature appetizers or as an eye-catching accent in the front foyer.

C.G. Sparks Reclaimed Teak Bench

Add a distinctive touch to your home décor with this stunning, one-of-a-kind bench. Handcrafted in India from reclaimed teak, this bench is made to last for generations, bringing rich personality to your bedroom, kitchen, living room or hallway.

Tufted High Arch Headboard

The regal Tufted High Arch Headboard transforms your bedroom into a chic palatial retreat. Flowing arches are wrapped in luxurious silk-like upholstery, accentuated with deep-button tufting and a lushly padded headrest.

Thomas Paul Flock Rug

Classic style gets a modern upgrade with the Thomas Paul Flock Rug. This handmade accent features a cheerful palette and a nature-inspired motif, bringing the plush, durable comfort of New Zealand wool to any room of your home.

Barclay Butera Croft Desk

The incredible British Colonial detailing of the Barclay Butera Croft Desk brings rich elegance to your home office. Part of the designer's Plantation collection, this gorgeous desk's waxed mahogany wood is offset with brass corners and pulls. Plentiful storage drawers add maximum convenience.

Kosta Boda Atoll Votive

Showcasing a unique free-form pattern of hand-applied color, the beautiful coral structures of the South Pacific inspire the Atoll Votive. This masterfully crafted glass votive is as durable as it is gorgeous, ensuring an eye-catching Kosta Boda design for years to come.

KitchenAid Gourmet Essentials Tea Kettle

The Gourmet Essentials Tea Kettle brings bold color and fine design to your kitchen cooktop. This innovative kettle offers superior KitchenAid craftsmanship, complete with a convenient push-and-pour spout lever for one-handed operation.

iittala Kivi Candle Holder in Hyacinth

The iittala Kivi Candle Holder's vibrant color and tactile form enriches the glow of your candle as it multiplies the flame flickers. This mouth-blown design by the famed Heikki Orvola is beautiful on its own or fashioned in a group.

Royal Doulton 5-Piece Place Setting

The best-selling dinnerware pattern in the world, Royal Doulton's Old Country Roses collection is synonymous with Royal Albert and a long-standing testament to timeless style, elegant craftsmanship, and enduring design. Decorated with the signature motif of burgundy, pink, and yellow roses and lustrous gold banding, this 5-piece fine China place setting features dinner, salad, and bread plates, along with a teacup with saucer.

Salmagundi Elanii Tuffet

Accent your living room, dressing room, or home office with this striking tuffet from Salmagundi. Outfitted in a collaged fabric design and topped with an oversized tufted button, this handmade one-of-a-kind pouf is a gorgeous multitasker, offering versatile appeal as a footstool, an extra seat during cocktail parties, and a charming piece of décor.

Amy Butler Lacework Wallpaper in Ocean

Amy Butler's Lacework Wallpaper is a modern take on a folk aesthetic. The bold feel of the mandalas is complemented by delicate lace textures and petal accents. Washed in a palette of soft blues and pear green, this Graham & Brown wallpaper print is perfect for making a statement in an entire room or adding design depth to an accent wall in your foyer.

Amy Butler Memento Wallpaper in Sunset

Designed exclusively for Graham & Brown, Amy Butler's Memento Wallpaper showcases a wonderfully warm bouquet of sunset orange and precious pink blossoms, inspired by fond memories of the floral designs she grew up with. The bold modern scale and romantic palette make this a refreshing option for the bathroom, an accent wall in your bedroom, or a daring wrap-around for the home office.

Skyline Classic Elegance Sofa

The luxurious Classic Elegance Sofa by Skyline evokes Old Hollywood glamour. Finished in a richly textured golden upholstery, this deep button-tufted couch showcases dual brass nailhead trim, stately tapered legs, and a decadently curvaceous form.

Kohler Flipside Handheld Shower Head

With the Flipside Handheld Shower Head by Kohler, you'll have spa-like luxury right at your fingertips. The four distinct settings – Koverage for a full spray for everyday use, Kotton for a soft, enveloping coverage, Komotion for an exhilarating circular sensation, and Kurrent for a targeted massage spray – allow for a personalized and relaxing shower experience. With smooth flowing lines and elegant silhouette, the innovative quick-change Flipstream sprayhead showcases an iconic design for years of enduring style.

Kohler Pinstripe Cabinet Knob

Evoking an Art Deco sensibility, the polished chrome Pinstripe Cabinet Knob brings a crisp, refined look to your bath or powder room. A modern interpretation of a traditional octagon silhouette, the strong lines, curves, and angled contours create a sophisticated appeal.

Cosmopolitan Skyline Dog Bed

Let your favorite four-legged companion lounge in style with the Cosmopolitan Skyline Dog Bed. Tough yet plush and comfortable, this washable easy-care bed showcases a modern skyline of San Francisco for the most refined of pooches.

Kaleidoscope Wall Mirror

Introduce a bit of Old Hollywood glam to your entryway, dining room, or walk-in closet with the striking Kaleidoscope Mirror. Shimmering tones of gold flow across a diamond-textured frame, adding instant glitz to any space.