



Metals + Architectural Products

Wayfair's First Large-Format Store Leverages Striking Architectural Metal Solutions

Móz Designs teamed up with Gensler L.A. to design Wayfair's newest flagship store

November 2024 — Award-winning metal experts, [Móz Designs](#), are excited to share their Wayfair Edens Plaza project, a full-scale renovation of the historic 164,000-square-foot Carson Pirie Scott building in Wilmette, Illinois. In collaboration with [Gensler Los Angeles](#) and [J.T. Magen & Co.](#), Móz crafted custom metal cladding that enhances the building's exterior, embodying Wayfair's modern retail identity and creating a captivating draw for shoppers near and far.



Móz's Laser Cut Metal Panels play a defining role in elevating this new flagship store. With clean geometric lines and the reflective finishes of the white and purple paneling, the laser cut design creates a dynamic visual experience, while the backlit feature offers a striking focal point that instantly draws attention to the storefront.

By blending metal and lighting, Móz enriches the exterior and reinforces Wayfair's upscale brand image in its first large-format store, which showcases an extensive range of home goods and sets a new standard for the shopping experience. A total of 108 custom laser-cut panels with a geometric pattern were crafted from 1/4" aluminum and finished in White AAMA 2605 Powder Coat, forming the 70' x 40' backlit feature wall and giving the facade a sleek, modern appeal. Additionally, three sets of 33 custom-cut geometric panels finished in Purple Matte AAMA 2605 Powder Coat were stacked and installed at the entrance, creating a bold statement that celebrates Wayfair's signature color palette at Edens Plaza.



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The Wayfair Edens Plaza Project marks a significant transformation in Wilmette, Illinois, as Wayfair revitalizes the former Carson Pirie Scott department store into a vibrant retail destination. Móz Designs was selected for its expertise in delivering durable, high-quality metal solutions suited for high-traffic commercial spaces. Providing exceptional longevity over other cladding options, Móz collaborated closely with the design team to ensure the final product met both aesthetic and functional goals.

COLLABORATORS

Architects: Gensler Los Angeles

Contractor: J.T. Magen & Co

Photography: ©Ryan Gobuty



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About MÓZ Designs

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MÓZ designs and fabricates architectural metal sheets, columns, ceilings, walls, and dividers in San Francisco, CA. Using a unique balance of color, texture, and grain, MÓZ redefines metal surfacing materials to create architectural metal products for commercial, hospitality, workplace, transportation, entertainment, and retail markets, from large-scale exterior installations to easy-to-assemble products and surface applications. MÓZ's innovative products, solutions, and dedication to customer service help architects and contractors deliver projects on time and within budget. The MÓZ business, a wholly-owned subsidiary of Armstrong World Industries since August 2020, operates independently but collaboratively with AWI. Visit mozdesigns.com for more information or follow us on [Instagram](#), [Facebook](#), [Twitter](#), and [LinkedIn](#).

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