

Ornate Home Establishes Living Room Furniture Planning Framework Ahead of 2027 Tariff Increase

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SANTA ANA, CA - September 15, 2026 -
Ornate Home, Californian a mattress and furniture store operating since 2021, has established a planning framework for its living room category covering the period before the scheduled January 1, 2027 increase in tariffs on upholstered furniture. The framework, called the Living Room Readiness Framework, addresses how the company manages inventory, works with suppliers, and communicates availability and timing to customers as the policy window narrows.

The framework responds to a specific regulatory timeline. Under Proclamation 10976 of September 29, 2025, titled Adjusting Imports of Timber, Lumber, and Their Derivative Products Into the United States, a 25 percent duty on certain upholstered wooden furniture, kitchen cabinets, and vanities took effect on October 14, 2025 and remains in force. A subsequent proclamation dated December 31, 2025, amending the original measure, delayed the scheduled increase to 30 percent for upholstered furniture by one year, to January 1, 2027, while trade negotiations continue. That increase is scheduled under the cited policy and remains subject to future government action. Details of the timeline appear in the White House fact sheet of December 31, 2025 on adjusting imports of timber, lumber, and their derivative products.

Because the Section 232 measure applies specifically to upholstered goods, the products it covers, such as sofas, sectionals, and loveseats, are predominantly living room pieces. Ornate Home also observes that many of its own customers buy these pieces together rather than one item at a time. That combination shaped the company's decision to build a category-specific framework rather than a general response.

The Living Room Readiness Framework introduces three practices that the company had not previously formalized. Ornate Home now sets inventory targets for sofas, sectionals, loveseats, and related pieces through the first quarter of 2027 rather than reordering on a rolling basis, confirms production and shipping schedules with suppliers against the tariff calendar rather than against seasonal demand alone, and presents availability information so households planning a purchase understand where a given product stands relative to the tariff schedule. As one element, customers who prefer to spread payments can use third party payment providers already available at checkout, with all terms and approval decisions determined by those providers and not by Ornate Home.

"Upholstered seating sits at the center of this tariff, and it is also what people tend to buy together," said Mehmet Uncuoglu, CEO of Ornate Home. "The framework exists so that a household planning a living room purchase has a clear picture of timing and availability rather than guessing about a moving policy calendar."

Public price data provides context for the planning effort. The Consumer Price Index published by the Bureau of Labor Statistics tracks price movement for furniture and household furnishings, and that series covers the first year the duty has been in effect. Uncuoglu said the company reviews such data as part of how it reads the category.

"Planning through a scheduled change means looking at the record, not the rumor," Uncuoglu added. "We treat the tariff as the context and the framework as the work. That is what allows the living room furniture category to stay predictable for the people shopping it."

Ornate Home is a California furniture retailer that has been part of the Santa Ana community since 2021. It offers local pickup from its Santa Ana warehouse, operates distribution centers in Charlotte, North Carolina, Florida, and New Jersey, and serves customers nationwide through its online store. Its living room furniture sets are available online and in the showroom.

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Ornate Home, Santa Ana, CA

Ornate Home is a U.S. furniture retailer offering stylish, quality furnishings online and in-store. With showrooms in CA & NC and nationwide shipping, our site features over 20,000 products from top brands like Ashley Furniture.

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