

Ornate Home Grows AI Framework Guiding Its Furniture Showroom Operations

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SANTA ANA, CA - September 24, 2026 -
Ornate Home, an Orange County furniture and mattress store operating since 2021, has expanded the internal operating model that governs its use of artificial intelligence, adding a larger internal AI team, further systems development, and five new employees across its showrooms and warehouses. The expansion was completed in September 2026 and comes ahead of the holiday retail season.

The company was named to the Inc 5000 list for 2026, the ranking of the fastest-growing private companies in America, placing on the basis of three-year revenue growth as measured by Inc.'s published methodology. That independent, third-party recognition of revenue growth serves as context for the operational developments now taking shape across the company's showroom and warehouse operations in Santa Ana, California, and Charlotte, North Carolina.

Approximately two years ago, before the Inc. 5000 placement, Ornate Home invested in systems and people to build what it calls the Assisted Operations Framework. The framework has governed the company's

internal AI use since. Under the framework, artificial intelligence is applied inside company systems, such as inventory availability updates, order status tracking, and internal reporting, while customers continue to be served by human representatives. The recent expansion enlarges the internal AI team and adds five new employees across showrooms and warehouses, alongside continued development intended to simplify the buying process for customers.

An internal evaluation covering the framework's first two years found that the workload of the company's chief executive and chief marketing officer on internal operational tasks fell by up to about 65 percent, comparing hours recorded in the framework's second year against the year before its introduction. The company is adding automation capability and staff at the same time.

"The decision to invest in these systems was made two years ago, before the company was being measured for growth," said Mehmet Uncuoglu, CEO of Ornate Home. "The current expansion continues that decision rather than departing from it. Artificial intelligence handles work inside the company, and people continue to handle the customers."

The timing coincides with industry forecasts pointing toward AI-mediated shopping becoming more common. Salesforce, in its 2026 Holiday Predictions report published on its corporate blog in July 2026, projected that 20 percent of 2026 holiday e-commerce traffic will originate from AI chat agents and that one in three e-commerce sites will have a site-specific shopper agent live by Cyber Week 2026. Against that backdrop, national retail employment has remained essentially flat year over year, according to the monthly Employment Situation data published by the Bureau of Labor Statistics Current Employment Statistics program, making a retailer's addition of staff a notable development.

"Adding people and adding automation are not in conflict for this company," Uncuoglu said. "The framework was designed so that internal efficiency supports the human side of the business rather than replacing it."

Ornate Home was founded in 2021 by Mehmet Uncuoglu and Ozzie Ozkan. The retailer operates its headquarters, flagship furniture showroom, and warehouse with local pickup in Santa Ana, with an additional showroom in Charlotte and distribution centers in Charlotte, Florida, and New Jersey. As a furniture and mattress store, Ornate Home serves customers nationwide through a combination of technology-driven internal operations and human customer service.

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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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