



Ornate Home Adds PayTomorrow as Furniture Financing Partner and Expands Brand Lineup

October 16, 2026

SANTA ANA, CA - October 16, 2026 -

Ornate Home, a furniture retailer based in Santa Ana, California, has added PayTomorrow as a financing partner beginning October 2026, giving shoppers an additional way to pay as the holiday season approaches. The addition follows the retailer's expansion of its catalog in September 2026 with three new brands spanning living room, bedroom, dining and sleep categories.

The new furniture financing partnership with PayTomorrow brings flexible monthly payment options to customers at the Santa Ana showroom and on [ornatehome.com](https://www.ornatehome.com). The move arrives alongside recent catalog growth that includes Furnia, Helix Sleep and Costway, broadening the range of products available to households planning purchases ahead of the fourth quarter.

The September additions include furnia furniture, which contributes more than 480 products across living room, bedroom and dining categories. Helix Sleep adds hybrid mattresses to the retailer's sleep assortment, while Costway introduces wellness and relaxation products, among them the costway massage chair.

Together, the expanded lineup and the added payment option became available within weeks of one another as retailers prepare for seasonal demand.

Ozzie Ozkan, Chief Operating Officer and co-founder of Ornate Home, said the timing reflects conditions facing local households. "Many households across Los Angeles and Orange counties are managing higher housing and living costs, a trend reflected in recent Consumer Price Index figures from the U.S. Bureau of Labor Statistics," Ozkan said. "In that environment, offering customers more than one way to pay for the furniture they need feels like a practical step rather than a promotional one."

Industry forecasts point to growing use of installment payment options during the holiday months. Adobe's 2026 holiday shopping forecast, published in September, projected that buy now, pay later spending would reach 21.3 billion dollars across November and December, an increase of 6.6 percent year over year, with online spending expected to total 95.8 billion dollars in October alone.

"Adding a financing partner and new brands at the same time means customers can find the products they want and choose a payment approach that works for their budget, all in one visit," Ozkan said. "The goal is to meet people where they are as they furnish their homes this fall and winter."

The expanded catalog covers sofas, sectionals, beds, dining sets, mattresses and relaxation furniture, with items available for local pickup from the Santa Ana warehouse and for delivery nationwide. The PayTomorrow partnership adds a monthly payment option to existing checkout methods at the showroom and online.

Ornate Home is a California furniture retailer that has been part of the Santa Ana furniture retail community since 2021. The company operates locations in Santa Ana, California, and Charlotte, North Carolina, supported by distribution centers in Florida and New Jersey. It offers living room, bedroom, kitchen and dining, home office, entryway and storage furniture, along with mattresses, adjustable beds and bedding. Ornate Home provides local pickup from its Santa Ana warehouse and ships to customers across the United States.

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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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