

Ornate Home Expands California Store Operations to Meet Growing Demand for Modern Furniture Solutions

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SANTA ANA, CA - October 10, 2025 -
Ornate Home, a rapidly growing furniture retailer based in Santa Ana, California, continues to strengthen its position in the competitive California furniture market as the company scales operations to serve increasing customer demand across Southern California and beyond.

Founded in 2021, Ornate Home has achieved remarkable growth in California's furniture sector, which represents 11 percent of the state's GDP in furniture sales with over 10,000 businesses growing at 4.4 percent annually. The company's Santa Ana showroom at 2235 N Tustin Avenue has earned recognition as a top-three furniture store in the city, maintaining a 4.8-star rating based on 864 customer reviews.

The Ornate Home California Store offers an extensive selection of living room, bedroom, kitchen, dining, and home office furniture, as well as sofas, sectionals, and mattresses?providing customers with comprehensive home furnishing solutions. The company stands out with its nationwide white-glove delivery service, setting a new standard in an industry where deliveries often take weeks or even months.

"California's furniture market continues to demonstrate strong growth potential, particularly in Orange County and Los Angeles County where demand for quality home furnishings remains robust," said Mehmet UNCUOGLU, CEO of Ornate Home. "Our ability to provide immediate delivery solutions while maintaining competitive pricing through our price match guarantee positions us to serve customers who value both quality and convenience."

The furniture industry reached $189.8 billion in 2024 and is projected to grow to $250.9 billion by 2033. California's West region claims 27.3 percent of the U.S. home furniture market, making it the largest regional market nationally. The Southwest region, where Ornate Home operates, posts the fastest compound annual growth rate at 5.34 percent through 2030.

Ornate Home's strategic location in Orange County and Los Angeles County places the company within one of Southern California's established luxury furniture markets. The proximity to major ports and distribution hubs enables efficient import flows and reduces delivery times for customers throughout the region.

The Furniture Store provides flexible financing options including up to 60 months at zero percent APR, making quality furniture accessible to a broader customer base. Services include in-store shopping, curbside pickup, and nationwide delivery capabilities, demonstrating the company's evolution from a startup to an operation employing between 40 and 50 staff members.

Recent expansion into North Carolina in September 2025 signals the company's readiness to replicate its California success model in other markets. This geographic diversification comes as online furniture sales advance at 6.63 percent compound annual growth rate, the highest among all distribution channels in the furniture industry.

Ornate Home specializes in contemporary and traditional furniture styles, offering complete room solutions including sofas, sectionals, bedroom sets, dining room furniture, and home office configurations. The company maintains showroom hours seven days per week to accommodate diverse customer schedules.

The furniture retailer's growth trajectory aligns with broader market trends showing furniture sales posting 8.8 percent year-over-year growth, demonstrating sustained consumer interest in home furnishing investments despite economic uncertainties.

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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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