

Ornate Home Expands Premium Furniture Portfolio with Exclusive Brand Partnerships at Charlotte Store

November 25, 2025

CHARLOTTE, NC - November 25, 2025 -
Ornate Home Furniture & Mattress has secured exclusive retail partnerships with premium furniture manufacturers Moe's Furniture, Modus, and Bernhardt for its Charlotte, North Carolina showroom, strengthening the company's position in the premium furniture segment while expanding its role as a national distributor for Furniture of America.

The partnerships, formalized in recent months, bring these sought-after brands to Charlotte's growing furniture retail sector through Ornate Home's 8620 Monroe Road location. The showroom opened in September 2025, establishing the company's East Coast presence alongside its original Santa Ana, California facility.

Charlotte represents a strategic location for furniture retail expansion, with the city adding more than 45,000 residents annually and North Carolina producing 60 percent of furniture found in American homes. The state's furniture ecosystem generates $55 billion in economic activity, with more than 850 manufacturers

operating within its borders.

"These partnerships with Bernhardt Furniture, Moe's Furniture, and Modus Furniture reflect our commitment to bringing premium design options to Charlotte's discerning customers," said a representative of Ornate Home. "Our Charlotte showroom serves as an exclusive regional destination for these brands, filling a significant gap in the local premium furniture market."

The company's bi-coastal distribution infrastructure, spanning from Santa Ana to Charlotte, enables coast-to-coast product delivery through its nationwide White Glove delivery service. This expansion supports Ornate Home's dual wholesale and retail model as the company maintains its position as a national distributor for Furniture of America.

The Charlotte facility's proximity to High Point Market, which attracts 75,000 attendees annually, positions the showroom within the design trade network. The location also benefits from Charlotte's expanding retail infrastructure, which added 1.8 million square feet of industrial space in the first quarter of 2025.

Ornate Home's strategic brand partnerships come as the furniture industry undergoes significant transformation. While industry sales declined from a $12.7 billion peak to $11.8 billion, premium positioning offers differentiation from mass-market retailers. The Western region commands 27.3 percent of the U.S. home furniture market, and the company's expansion to Charlotte enables it to serve growing East Coast demand.

The showroom model addresses consumer preferences for in-person furniture shopping, with 86 percent of furniture sales still occurring in physical stores despite the growth of e-commerce. The U.S. furniture market is projected to reach $232.61 billion by 2030, growing at a compound annual rate of 3.74 percent.

Ornate Home specializes in eco-friendly and modern furniture, operating both physical showrooms and an e-commerce platform. The company offers comprehensive furniture collections for living rooms, bedrooms, dining areas, and home offices. Through its expanded partnership network with Modus, Bernhardt Furniture, and Moe's, as well as its distribution capabilities, Ornate Home serves customers nationwide with a focus on premium design and sustainable materials.

###

For more information about Ornate Home, contact the company here:Ornate Home Charlotte,NCMehmet UNCUOGLU(844) 955 - 3399hello@ornatehome.com8620 Monroe Rd, Charlotte, NC 28212

Ornate Home

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.

Website: https://ornatehome.com/

Email: hello@ornatehome.com

Phone: (844) 955 - 3399

