

Ornate Home Launches Holiday Collection Featuring In-Stock Ashley Furniture Gifts for Immediate Delivery

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SANTA ANA, CA - December 11, 2025 -
Ornate Home, a furniture and mattress retailer with a location in Santa Ana, California, has launched a curated collection of in-stock Ashley Furniture pieces designed to address consumer concerns about shipping delays and product availability during the peak holiday shopping season.

The collection features Ashley Express Shipping products available for rapid fulfillment through Ornate Home's Southern California warehouse and online operations. This initiative responds to data from the 2025 Deloitte Holiday Retail Survey, which found that 37 percent of holiday shoppers cite slow or delayed shipping as their top frustration, while 38 percent worry about items being out of stock.

The timing of this launch aligns with shifting consumer behaviors documented by Adobe Analytics, which predicts a 520 percent increase in AI-assisted shopping research this season. Despite this digital surge, 76 percent of furniture buyers still demand the ability to verify durability and sustainability in person, according to iEnhance 2025 research.

"Furniture shopping during the holidays has traditionally involved uncertainty around delivery timing," said Mehmet Uncuoglu, CEO of Ornate Home. "By focusing on products available for immediate shipment through our Southern California operations, we can provide customers with more predictable delivery options during the holiday season."

The curated selection includes sofas, loveseats, dining sets, and bedroom furniture available through expedited shipping channels. Each piece in the collection meets Ornate Home's holiday delivery standards, with shipping included on eligible orders and express options available for customers needing immediate turnaround. The collection prioritizes styles ready for rapid fulfillment, helping customers avoid typical holiday-season delays.

Consumer behavior data supports the demand for certainty in holiday furniture purchases. Radial research indicates that 66 percent of consumers would forgo a five percent discount to guarantee their delivery window, demonstrating that certainty has become more valuable than price during the holiday season. Meanwhile, Salesforce forecasts that one-third of all online orders in the final week before Christmas will utilize BOPIS (Buy Online, Pick Up In Store) services, signaling strong consumer preference for flexible fulfillment options.

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The initiative also capitalizes on the strength of Orange County's retail market, where vacancy rates have dropped to a 16-year low of 3.7 percent according to Matthews Real Estate's third quarter 2025 report. This robust local retail environment enables Ornate Home to maintain substantial physical inventory, providing an advantage over online-only retailers facing logistics challenges.

"California shoppers plan to maintain strong spending levels this holiday season despite economic pressures," Uncuoglu noted. "Our collection of Holiday Ashley Furniture gifts provides clearer expectations regarding delivery timing during the holiday period."

Ornate Home operates both physical showrooms and an e-commerce platform, specializing in furniture and mattress sales. The company maintains locations in Santa Ana, California, and Charlotte, North Carolina, serving customers through multiple channels with a focus on product availability and delivery reliability.

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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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