Ornate Home Integrates Sustainable Smart Furniture Following Industry Transformation at CES 2026

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SANTA ANA, CA - January 20, 2026 -
Ornate Home, a nationwide furniture retailer with flagship showrooms in Santa Ana, California and Charlotte, North Carolina, announced today its comprehensive strategy to address the convergence of technology integration, environmental responsibility, and omnichannel customer experience that dominated CES 2026 discussions.

The global smart furniture market is reaching USD 5.65 billion in 2026, with projections of USD 9.63 billion by 2031, representing an 11.23 percent compound annual growth rate. The Matter standard, now adopted by over 50 brands at CES 2026, enables universal smart home compatibility, allowing customers to purchase tech-integrated furniture that works seamlessly with Alexa, Siri, or Google Assistant without requiring technical expertise.

The furniture industry reached an inflection point at CES 2026 in Las Vegas, where IKEA made its first-ever appearance at the 58-year-old technology trade show, showcasing 21 Matter-compatible smart home products. The Swedish retailer's unprecedented participation validated what industry analysts have been predicting: furniture retail must simultaneously solve three consumer demands or risk obsolescence.

Ornate Home is responding to these market forces by sourcing Matter-compatible adjustable beds from Tempur-Pedic, electric recliners, and coffee tables with built-in wireless charging capabilities. The implementation begins with select product lines in the Santa Ana and Charlotte showrooms, with plans for gradual expansion based on customer response and technological developments.

"When IKEA dedicates an entire hotel suite at CES to demonstrate smart home integration, the message is clear: this is the new baseline expectation," said Clara West, Director of Strategic Innovation at Ornate Home. "Our customers in Santa Ana and Charlotte are already asking for furniture that integrates with their smart homes, and now we can deliver that nationwide through our furniture retail technology infrastructure."

The sustainability imperative has become equally pressing, with 80 percent of consumers now considering environmental impact when purchasing furniture. European regulations mandating circular economy principles by 2032 are reshaping global manufacturing standards. Currently, only 10 percent of furniture is recycled in Europe, with 10 million tonnes discarded annually.

Ornate Home has established partnerships with brands offering FSC-certified wood and recycled materials. The company's three-warehouse distribution network in California, Texas, and Maryland optimizes logistics for lower emissions while enabling nationwide delivery within 7-10 business days.

The omnichannel experience represents the third critical pillar, with 87 percent of furniture shoppers researching onlin,e while 50 percent still value in-person showroom experiences. Omnichannel customers spend 9 percent more than single-channel shoppers and demonstrate 30 percent higher lifetime value.

"Sustainability is the cost of market entry in 2026," West explained. "When Europe mandates circular economy principles by 2032, and 80 percent of American consumers factor environmental impact into furniture decisions, retailers without sustainable furniture strategies face significant challenges."

Ornate Home operates flagship showrooms in Santa Ana and Charlotte, complemented by a nationwide e-commerce platform. The company carries a wide range of trusted furniture brands, from everyday favorites to luxury collections, serving customers across all 50 states through its integrated distribution network.
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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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