

Ornate Home Expands Premium Home Furnishings Portfolio with Three New Brands

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Ornate Home, a furniture and mattress retailer serving customers nationwide through its e-commerce platform and showrooms in Santa Ana, California and Charlotte, North Carolina, has expanded its product assortment to include three design-focused brands specializing in craftsmanship and durability. The addition of Universal Furniture, Crestview Collection, and Sarreid Furniture positions the company to meet growing consumer demand for quality home furnishings that combine aesthetic value with functional design. According to Mordor Intelligence, the U.S. furniture market reached $193.60 billion in 2025, with the premium furniture segment projected to grow at a 6.96% CAGR through 2031, driven by consumers who prioritize longevity and certified materials.

The expansion addresses a shift in consumer preferences toward furniture investments that offer both immediate visual impact and long-term durability. Grand View Research reports that the U.S. furniture industry continues to evolve as consumers increasingly seek multifunctional, modular, and sustainably produced designs. Each brand brings distinct design expertise to Ornate Home?s portfolio, from modern functional pieces to artisan-crafted heirloom furniture.

Universal Furniture brings what the company calls ?Good Design? to the expanded assortment, offering collections that balance high-end aesthetics with the demands of modern, functional living spaces. The brand?s dining sets, bedroom collections, and living room pieces are specifically designed for contemporary open-plan homes, where furniture must serve multiple purposes while maintaining visual cohesion.

?Adding these three brands represents a strategic response to what our customers have been asking for,? said Mehmet Uncuoglu, CEO of Ornate Home. ?Design News Now reported Sarreid alone debuted 75 new SKUs at the Spring 2025 High Point Market. These partnerships allow us to offer craftsmanship-focused options with the convenience of nationwide delivery.?

The Crestview Collection founded in 1968 in Memphis, Tennessee, specializes in accent furniture, portable lighting, wall décor, and decorative accessories. Data from Casa Bella Decor indicates that the brand?s product line includes sideboards, floor lamps, ceramic table lamps, and dining pieces crafted from sustainably harvested mango wood, hand-forged iron, and natural rattan.

The expanded product selection is supported by Ornate Home?s white-glove delivery service, which offers customers multiple fulfillment options including curbside delivery, in-room placement, and full-service unpacking and assembly. This comprehensive approach to delivery removes traditional friction points in the furniture purchasing process, particularly for customers ordering large or complex pieces.

Sarreid Furniture, known in the trade for what it calls ?tomorrow?s antiques,? contributes solid-wood construction and hand-finishing techniques to the expanded assortment. Sarreid Ltd. reports that the brand has remained devoted to curating distinctive home furnishings since 1967, fusing old-world craftsmanship with contemporary design sensibilities. The brand focuses on construction methods designed for long-term durability.

The timing of this expansion aligns with broader industry trends showing increased consumer investment in home furnishings. Mordor Intelligence data shows that December 2024 housing starts climbed 15.8% year-on-year to 1.50 million units, reinforcing demand for home furnishings as new homeowners outfit their spaces.

Ornate Home maintains both physical showroom locations and a comprehensive e-commerce platform. The company?s business model combines the tactile experience of in-person furniture shopping with the convenience of online browsing and ordering, supported by nationwide shipping capabilities. The addition of

these three brands strengthens the company?s position in the competitive home furnishings market while maintaining its focus on quality, design integrity, and customer service.

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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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