Ornate Home Celebrates Five Years of Growth as Independent Furniture Store Defies Industry Headwinds

July 27, 2026

SANTA ANA, CA - July 27, 2026 -
Ornate Home, the Santa Ana-based furniture and mattress store, marks its fifth anniversary with a celebration event running from July 25 through August 14, 2026, highlighting the company's expansion during a period when many established furniture retailers have struggled with tariffs and market challenges.

Since opening its doors in 2021, the independent retailer has achieved steady growth while the broader furniture industry has faced significant disruption. eMarketer senior analyst Zak Stambor, in comments reported by TheStreet, estimated that furniture store sales are running roughly 8 percent below 2022 levels, with early 2026 down about 4.8 percent year over year. Coresight Research reported that retailers vacated approximately 120 million square feet of retail space during 2025. Against that backdrop, the company expanded from its original Orange County location to establish a Charlotte, North Carolina showroom and East Coast distribution center in September 2025, positioning itself for national reach.

The anniversary celebration comes as the furniture sector continues to navigate 25 percent tariffs on

upholstered wooden furniture, cabinets, and vanities that took effect October 14, 2025 under a Section 232 proclamation signed September 29, 2025. Scheduled increases ? to 30 percent on upholstered wooden furniture and as high as 50 percent on cabinets and vanities ? were postponed by a proclamation signed December 31, 2025 and are now set for January 1, 2027, leaving many retailers facing ongoing uncertainty.

"While the furniture industry has experienced unprecedented challenges over the past two years, including supply chain disruptions and changing consumer spending patterns, we've maintained our focus on providing quality products and exceptional service to our customers," said Mehmet Uncuoglu, CEO of Ornate Home. "Our fifth anniversary represents not just survival but strategic growth during one of the most difficult periods in furniture retail history."

The mattress store has differentiated itself through operational advantages including including a delivery model that combines company-employed in-house crews with professional white glove partners, and next-day delivery capabilities from its owned Santa Ana warehouse. The company holds Better Business Bureau accreditation and has accumulated more than 1,300 customer reviews across public platforms.

The anniversary event opens Saturday, July 25 with anniversary gifts for the first 50 guests, refreshments, prize giveaways, and activities for children. Storewide promotional pricing, select in-store-only offers, delivery incentives on qualifying orders, and promotional financing for approved buyers are available throughout the event period; terms, thresholds, and eligibility are posted in-store and at ornatehome.com. The retailer is also extending a price-match guarantee on all products through July 31.

Next-day availability covers in-stock inventory including Ashley Furniture collections and other living room, bedroom, dining, home office, storage and mattress selections; a portion of the catalog also ships nationwide. Speed of fulfillment has become a competitive factor in home furnishings, where special-order lead times commonly run several weeks.

The Californian furniture store specializes in living room, bedroom, kitchen and dining, home office, and storage furniture solutions, along with comprehensive mattress collections. The retailer offers flexible financing options through partnerships with Synchrony, Affirm, Snap, and Progressive to accommodate various customer needs.

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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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