Ornate Home Expands Premium Furniture Store Partnerships to Meet Market Growth

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SANTA ANA, CA - November 20, 2025 -
Ornate Home Furniture & Mattress, based in Santa Ana, is scaling strategic partnerships with industry-leading furniture manufacturers?including Moe's Furniture, Modus Furniture, and Bernhardt Furniture?to capitalize on the U.S. furniture market's forecasted growth to $232.61 billion by 2030. Per Mordor Intelligence's United States Furniture Market Report, the expanded brand partnerships position Ornate Home to strengthen its footprint in the rapidly growing sector.

The California furniture retail sector represents 11 percent of the state's GDP and has shown consistent growth. The Western region commands 27.3 percent of the U.S. home furniture market, and with furniture sales posting 8.8 percent year-over-year growth, Ornate Home is positioning itself to meet increasing demand. Industry projections show the residential furniture segment will grow at a 4.10 percent CAGR through 2030, driven by housing market improvements and consumer investment in home furnishings.

Located at 2235 N Tustin Avenue in Orange County's economic hub, the Santa Ana showroom serves as both a retail destination and a distribution nerve center. Santa Ana's business-friendly environment has seen $772 million in building permit valuations and is actively promoting economic development. The location

positions Ornate Home within California's furniture retail ecosystem while enabling efficient West Coast distribution.

Ornate Home holds exclusive retail privileges for Moe's Furniture, Modus Furniture, and Bernhardt Furniture collections in its market?partnerships that represent the company's positioning in the premium furniture segment. Additionally, the company's expanded role as Furniture of America's national distributor enables coast-to-coast product delivery, supporting the manufacturer's growth as they continue expanding their California operations.

The company's integrated distribution model connects the Santa Ana showroom with nationwide shipping capabilities, implementing omnichannel retail strategies that align with the 42 percent of furniture sales now occurring online. The logistics infrastructure supports both retail and wholesale operations, enabling Ornate Home to serve diverse customer segments efficiently.

"The furniture industry is experiencing significant transformation as consumer preferences shift toward quality and design," said Mehmet Uncuoglu, CEO of Ornate Home. "Our expanded partnerships with Bernhardt Furniture and other premium manufacturers position us to capture market share while meeting the sophisticated demands of today's furniture buyers. This strategic expansion aligns with California's economic growth and the projected national furniture market expansion through 2030."

Ornate Home operates retail showrooms and maintains e-commerce operations at ornatehome.com. The company specializes in premium and designer furniture lines, serving both direct consumers and retail partners through its distribution network. The Santa Ana headquarters anchors West Coast operations while supporting nationwide fulfillment across multiple furniture categories including living room, bedroom, dining, and home office collections.

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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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