Ornate Home Expands Luxury Furniture Assortment as 2026 Tariffs Reshape the Upholstery Market

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SANTA ANA, CA - August 25, 2026 -
Ornate Home, a Santa Ana, California furniture and mattress store, has broadened its luxury and designer assortment following changes to United States import duties that took effect over the past year. The expansion centers on American-made heritage manufacturers, led by North Carolina based Bernhardt.

A 25 percent duty on imported upholstered wooden furniture took effect on 14 October 2025 under Section 232 of the Trade Expansion Act of 1962. A scheduled increase to 30 percent was postponed by a presidential proclamation issued 31 December 2025, holding the rate at 25 percent through 2026 and moving the increase to 1 January 2027. Both actions are published in the Federal Register.

United States imports under Harmonized Tariff Schedule Chapter 94 fell 8.9 percent across 2025, from 67.0 billion dollars to 61.1 billion dollars, according to U.S. Census Bureau trade data. Chapter 94 covers furniture, bedding and related home goods as a whole and is broader than the upholstered wooden furniture category subject to the Section 232 duty, so the decline reflects conditions across the wider category rather than the

effect of that duty alone.

The assortment is anchored by Bernhardt, a family-owned manufacturer founded in Lenoir, North Carolina in 1889 and now operated by the fourth generation of the founding family. Ornate Home lists more than 3,200 Bernhardt pieces spanning the Bernhardt Living, Interiors, Exteriors, Workspace and Loft collections. The wider luxury roster includes Universal Furniture, Michael Amini, Sarreid, Classic Home, Modus, Moe's Home, Diamond Sofa, Crestview, Homey Design and HiTeak.

Sector forecasts point to continued growth at the upper end of the market. A report published by ResearchAndMarkets in May 2026, "Luxury Furniture Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2026-2035," valued the global luxury furniture market at 33.2 billion dollars in 2025 and projected it would reach 51.8 billion dollars by 2035, a compound annual growth rate of 4.6 percent. The report attributes part of that growth to buyers weighing craftsmanship, design heritage and product longevity. Those findings describe the global market and are not a measure of Ornate Home's own customer base.

"The duty environment changed the calculation we were making about what to stock," said Mehmet Uncuoglu, chief executive officer of Ornate Home. "Furniture manufactured domestically is not subject to the import duty, and that was one factor in how we weighted the assortment. Whether a longer-lasting piece is the better buy depends on the household, and that is a decision we would rather help customers reason through than make on their behalf."

Uncuoglu said the expansion was accompanied by changes to fulfilment. "Pieces in this price range need to arrive assembled and placed, not left in a driveway," he said. Free white glove delivery, which includes in-home placement and setup, applies to more than 3,100 of the Bernhardt items listed.

Ornate Home operates a showroom in Santa Ana and fulfills orders from an owned warehouse in the same city. Next-day delivery is available on eligible in-stock items across Los Angeles, Orange, Riverside, San Bernardino and San Diego counties, with nationwide shipping beyond California. A trade program is available to interior designers.

Founded in 2021, Ornate Home is a California based furniture, mattress and home décor retailer serving customers regionally and across the United States. The company carries a range of luxury furniture lines led by Bernhardt furniture, with a focus on domestically manufactured heritage brands, designer collections and full-service delivery.

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For more information about Ornate Home, Santa Ana, CA, contact the company here:Ornate Home, Santa

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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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