Ornate Home Launches Next-Day White Glove Delivery Service for Orange County Furniture Buyers

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SANTA ANA, CA - June 29, 2026 -
Ornate Home, a furniture and mattress retailer based in Santa Ana, California, has launched next-day white glove delivery for eligible orders across Orange County, responding to rising consumer demand for faster and more careful handling of furniture purchases at a time when most retailers still struggle to meet those expectations.

The service pairs next-day speed with professional in-home placement, assembly, and packaging removal, a combination that remains uncommon among furniture retailers in the region. Eligibility applies to in-stock items delivered to addresses within the Orange County service area, for orders placed before the daily cutoff. Customers who qualify can have their furniture carried directly to the chosen room, assembled where needed, and cleared of all packaging before the delivery team leaves. Current cutoff times and covered delivery areas are listed on the company website.

Recent industry research points to the timing of this expansion. The 2024 AlixPartners Home Delivery Survey

found that consumers now expect home delivery within about 3.5 days, and roughly 25 percent will shop elsewhere when a retailer cannot meet that window. The same survey reported that 47 percent of executives cannot achieve that speed, while 92 percent of shoppers said a delayed order affects their next purchase decision.

"Speed only matters when the care matches it," said Mehmet Uncuoglu, CEO of Ornate Home. "A customer can choose a piece today and have it carried in, placed, and assembled the next afternoon within Orange County. It removes the usual multi-week wait while making sure these purchases are handled properly."

The white glove furniture delivery service addresses customer concerns that reach beyond speed. Trained teams handle the heavy lifting and transport, which lowers the risk of damage to both the furniture and the home compared with self-transport. The option is especially useful for time-sensitive moments such as move-ins, replacing a broken piece, or preparing a space before hosting.

Market data suggests room for continued growth. Mordor Intelligence values the U.S. white-glove delivery market at $15.43 billion in 2024 and projects it will reach $21.45 billion by 2030, with furniture and home goods forming a core segment alongside installation, setup, and assembly.

Research from the Capgemini Research Institute's Last-Mile Delivery Challenge found that 55 percent of customers said faster, two-hour delivery windows would increase their loyalty, yet only 19 percent of firms offered them. About 74 percent of satisfied customers said they intend to spend more with retailers they buy from regularly. Tim Bridges, Global Sector Leader for Consumer Products, Retail and Distribution at Capgemini, has framed the core challenge as offering delivery that customers value without eroding a retailer's own profitability.

For Orange County residents, the white glove mattress delivery option extends the same handling to bedroom purchases, so mattresses arrive ready to use without customers wrestling with bulky items themselves.

Ornate Home operates showrooms in Santa Ana, California, and Charlotte, North Carolina, with a catalog spanning living room, bedroom, dining, and home office furniture. Service availability and delivery areas are listed publicly on the company website.

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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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