

# TOWN & COUNTRY

JUNE/JULY 2014

## ROBIN Wright

Why Hollywood's  
Toughest  
Sex Symbol  
Isn't Afraid to  
Act Her Age

## SMELLS LIKE MONEY

The High-Stakes  
Hunt for the Most  
Seductive Scent

## THE SECRET LIFE & SHOCKING DEATH OF THE \$300 Million Heiress

*Plus:* JAY  
McINERNEY  
Investigates  
Napa's New  
Intoxication

## GURU SYNDROME

Why the Rich Love  
to Be Told What to Do

JUNE/JULY 2014 \$5.99



June/July 2014



#### ROOM SERVICE

Napoleonic tufted sofa (\$2,995) and Harlow crystal chandelier (\$2,195), *rh.com*. Below: Inside the Boston store, which opened last March.

## DELIVERING the GOODS

Restoration Hardware's newest store, in a meticulously renovated post office, gets the stamp of approval.

BY STEPHANIE WU



#### GOING POSTAL

From top: A rendering of Restoration Hardware's Greenwich store; a postcard from the 1930s.



**M**UCH HAS BEEN SAID ABOUT THE DEATH OF retail stores, but **Restoration Hardware** chairman and CEO Gary Friedman has plans to defy the conventional wisdom: "We have to create environments that people actually want to see and experience, not stores with bad fluorescent lights and no windows." So in imagining the future, Friedman turned to the past. "We're drawn to beautiful historic buildings. People don't build them like this anymore because of the time and investment they require," he says of the landmarks the company has bought, renovated, and turned into a new type of retail store—with plenty of natural light.

This summer RH will open its second store in a historic building: a 23,000-square-foot space with a rooftop deck and a garden set in a post office in Greenwich, Connecticut. (The first is in Boston's old Museum of Natural History.)

"The most daunting decision was to gut the building's interior while keeping the exterior intact, and still improving on it," says architect James Gillam. Seven feet of steel trusswork was removed to make room for a second floor, and a double staircase has become the new design's focal point. "Everything we do emanates from great proportion, scale, symmetry, and balance," Friedman says. To continue to reinvent the retail wheel (and encourage shoppers to linger), many RH stores now feature Bellocq tea salons, and a Chicago store with a restaurant and bellini bar is in the works. "We want them to be places you'd want to live and hang out in," he says. And soon you can: The company has begun to look into building an RH hotel in New York City. "It's yet another way to bring our brand to life." •

KATHRYN BARNARD/RESTORATION HARDWARE (ROOM); COURTESY BAKEN, GILLAM & KROEGER ARCHITECTS (RENDERING); COURTESY GREENWICH HISTORICAL SOCIETY (POSTCARD)