

# RH

A U S T I N

## THE GALLERY AT THE DOMAIN



### RH UNVEILS RH AUSTIN, THE GALLERY AT THE DOMAIN

*60,000-Square-Foot, Multi-Level Experience Features Dramatic Interior Installations, Lush Garden Courtyards and Terrace, Rooftop Park & Conservatory with Heritage Olive Trees, an Interactive Design Atelier and Expansive Collections from RH Interiors, RH Modern and RH Outdoor*

**Corte Madera, Calif. – September 16, 2016** – RH (Restoration Hardware Holdings, Inc. – NYSE: RH) announced today the opening of RH Austin, The Gallery at The Domain at 11720 Domain Boulevard. RH Austin represents the latest iteration of the brand’s next-generation design galleries. Commanding four levels and over 60,000 total interior and exterior square feet, this innovative new retail experience features artistic installations of home furnishings in a gallery setting – including an entire floor dedicated to RH Modern with an integrated RH Contemporary Art Gallery. RH Austin also includes an interactive Design Atelier, a professional workspace that allows customers, designers and architects to conceptualize and customize a home.

“Our vision with RH Austin is to reimagine the retail experience by blurring the lines between residential and retail, indoors and outdoors, physical and digital – creating an environment that is more home than store,” says RH Chairman & CEO Gary Friedman. “We are proud and excited to unveil our latest work in one of the most innovative and forward-thinking cities in the world.”

RH Austin marks Friedman's ongoing collaboration with design architect James Gillam of Backen, Gillam & Kroeger, a firm recognized as one of Architectural Digest's Top 100 architect and design firms in the world.

Conceptualized as a grand-scale, classical contemporary structure filled with fresh air and natural light, RH Austin features a charcoal-grey Venetian plaster exterior with an expanse of glass-and-steel French doors that open onto a streetscape lined with Italian cypress, geometric topiaries, king sago palms and towering Mexican sycamore trees. Looking overhead, guests will admire Juliet balconies, a lush garden terrace on level three and a Rooftop Park & Conservatory with mature heritage olive trees. As night falls, the building is transformed through dramatic illumination, highlighting its architectural details and landscaping.

Visitors arriving at the Gallery via Domain Boulevard will pass through a dramatic, tripartite entrance – a series of three glass-and-steel arches towering 30 feet overhead – and continue into the central hall with soaring 13-foot ceilings and a cast-stone Tuscan colonnade. Along the periphery, Palladian-inspired arched passageways lead to a classical arrangement of rooms with artistic lifestyle installations featuring RH Interiors collections from internationally renowned designers.

Arriving via the Gallery's north and south entrances, guests will enter through monumental wooden gates into decomposed granite garden courtyards complete with lush fig ivy, foxtail agave, coastal rosemary and the sound of trickling fountains. Once indoors, they will enjoy unobstructed views across the entire main level to the corresponding courtyard beyond.

Continuing their journey to the upper floors, visitors will ascend a grand double floating staircase awash in natural light via a massive skylight spanning 40 feet, four floors above. A spectacular installation of 22 Helix crystal chandeliers hanging 62 feet overhead highlights a composition of gilded antique mirrors cascading down the stairwell to create an endless reflection and further illuminate the way.

Level two features RH Design Atelier – a nearly 4,000-square-foot studio anchored by four, 10-foot custom tables offering a fully integrated workspace for customers, designers and architects to reimagine one room or an entire home, inside and out. Here, guests can work with a highly experienced team trained in the RH design ethos to create functional and elegant spaces. A place for collaboration and ideation, RH Design Atelier features access to RH's vast library of fabrics, leathers, and furniture and lighting finishes – providing an unprecedented level of design services.

"With the introduction of RH Design Services, we have now moved the brand beyond creating and selling product to conceptualizing and selling spaces," says Mr. Friedman.

Additional RH Design Atelier resources include a Ben Soleimani rug showroom displaying the fourth-generation designer's hand-knotted and hand-woven rugs, and other specialized galleries for window treatments, bed and bath linens and bath hardware.

On the third level, visitors will discover a 15,000-square-foot exhibition space presenting RH Modern, one of the largest curated and fully-integrated assortments of modern furnishings, lighting and décor under one brand in the world. Developed in collaboration with a select group of acclaimed global designers, RH Modern's design vernacular represents a fresh and innovative point of view, defined by a minimalist aesthetic, the finest materials and maximum comfort. This immersive space incorporates RH Contemporary Art – offering a curated and engaging collection of artwork across all media – along with an expansive garden terrace punctuated by striking crystal and iron chandeliers, and a tracery metal trellis accented with climbing jasmine pandorea vines.

At the top of the grand stair, guests will arrive at the Rooftop Park & Conservatory. This 11,000-square-foot garden space will first be experienced within a structure of glass and steel with towering banana palms and 18-foot ceilings at its apex. The indoor space opens onto the spectacular rooftop with mature heritage olive trees surrounded by

decomposed granite and set within colossal steel planters accented with cascading rosemary. This one-of-a-kind destination features open-air pavilions, billowing shade canopies, glimmering chandeliers, trickling fountains, exotic succulents and fragrant lavender that further enhance a dramatic display of the latest RH Outdoor furnishings.

RH Austin, The Gallery at the Domain offers valet parking, and can be reached at 512.342.0614. Hours of operation are Monday through Saturday from 10am to 8pm, and Sunday 11am until 6pm.

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**ABOUT RH**

RH (Restoration Hardware Holdings, Inc. - NYSE: RH) is a curator of design, taste and style in the luxury lifestyle market. The Company offers collections through its retail galleries, source books and online at [RH.com](http://RH.com), [RHModern.com](http://RHModern.com) and [Waterworks.com](http://Waterworks.com)

**FORWARD-LOOKING STATEMENTS**

This release contains forward-looking statements within the meaning of the federal securities laws, including statements related to the customer experience when visiting RH Austin, The Gallery at the Domain, the presentation and layout of RH Austin, and the Company's merchandise and business offerings within this location, including RH Modern, RH Contemporary Art and RH Design Atelier. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. We cannot assure you that future developments affecting us will be those that we have anticipated. Important risks and uncertainties that could cause actual results to differ materially from our expectations include, among others, risks related to the number of new business initiatives we are undertaking; our ability to introduce new products and merchandise categories that will be of interest to our customers and to new customers; as well as those risks and uncertainties disclosed under the sections entitled "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in Restoration Hardware Holdings' most recently filed Annual Report on Form 10-K filed with the Securities and Exchange Commission, and similar disclosures in subsequent reports filed with the SEC, which are available on our investor relations website at [ir.restorationhardware.com](http://ir.restorationhardware.com) and on the SEC website at [www.sec.gov](http://www.sec.gov). Any forward-looking statement made by us in this press release speaks only as of the date on which we make it. We undertake no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by any applicable securities laws.













