

RH

D E N V E R

THE GALLERY AT
CHERRY CREEK



RH ANNOUNCES THE OPENING OF RH DENVER, THE GALLERY AT CHERRY CREEK

Brand's Latest Next-Generation Design Gallery Debuts as First Specialty Retailer in History to Anchor a Major Regional Shopping Center.

70,000-Square-Foot Space Features Newest Business Concepts – RH Modern and RH TEEN, Full-Service Design Ateliers, and a Rooftop Park & Conservatory with Panoramic Views of the Rocky Mountains

Corte Madera, Calif. — October 20, 2015 — RH (Restoration Hardware Holdings, Inc.—NYSE: RH) announced today the opening of RH Denver, The Gallery at Cherry Creek at 2900 East 1st Avenue. RH Denver represents the latest iteration of the brand's next-generation design galleries, which integrates an even greater assortment of RH collections, including all of the brand's current concepts and new businesses. Commanding nearly 70,000 total interior and exterior square feet, this innovative new retail concept and lifestyle experience features artistic

abstractions and never-before-seen collections of luxury home furnishings in a gallery setting, including significant presentations of RH's newest business concepts, RH Modern and RH TEEN.

"Our vision with RH Denver is to create an aspirational space that blurs the lines between residential and retail, indoors and outdoors, physical and digital – reenergizing our surroundings and celebrating Colorado's outdoor lifestyle," says RH Chairman & CEO Gary Friedman.

Mr. Friedman continued, "The Gallery at Cherry Creek is a study and reflection of human design in regards to balance, symmetry and proportion, while respecting the integration of environment, architecture and humanity to create a feeling of harmony. Reflecting our commitment to curate and integrate the very best people, products and ideas, this uniquely inspiring experience transforms the traditional retail model from a way to shop to a way to live."

RH Denver anchors a new, luxury-focused wing of the Cherry Creek Shopping Center and marks Friedman's continued 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, multi-level classical contemporary building filled with fresh air and natural light, RH Denver features a charcoal grey Venetian plaster exterior with over 100 pairs of glass-and-steel French doors that open onto a streetscape lined with Winter Gem boxwood hedges, geometric topiaries and flowering Chanticleer pear trees. Looking overhead, guests will admire an expanse of Juliet balconies, a lush garden terrace on level three and a Rooftop Park & Conservatory with dozens of Quaking Aspens. As night falls, the building's architectural details and gardens illuminate in a warm, painterly glow.

Visitors entering the Gallery via East 1st Avenue 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 14-foot ceilings and a cast-stone Tuscan colonnade. At the periphery, Palladian-inspired barrel-vaulted passageways lead to a classical arrangement of rooms with artistic lifestyle installations featuring luxury home furnishings collections from internationally renowned designers and artisans. Arriving via the Gallery's east and west entrances, visitors will pass through monumental wooden gates into decomposed granite garden courtyards complete with lush Boston ivy, sculptural evergreens and the sound of trickling fountains. Once indoors, they will enjoy unobstructed views through the entire main level to the interior courtyard.

Level one also features an RH Design Atelier – a dedicated studio anchored by a custom 30-foot table for interior designers, architects and guests to conceptualize highly personalized, inspiring spaces. The Design Atelier includes RH's vast library of fabrics, leathers and furniture finishes, as well as the latest technology and capabilities to support an unprecedented level of design services.

Continuing their journey to the upper floors, guests will ascend a nearly 44-foot grand double staircase awash in natural light via a massive skylight spanning 40 feet, four floors above. A spectacular installation of 22 Helix crystal chandeliers hanging nearly 70 feet overhead highlights a composition of gilded antique mirrors cascading down the stairwell to create an endless reflection and further illuminate the way.

Arriving on the second level, visitors will discover a 15,000-square-foot exhibition space debuting RH Modern, the largest curated and fully-integrated assortment 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 reflects an entirely

new design vernacular that represents a fresh and innovative point of view, defined by a minimalist aesthetic and maximum comfort. RH Contemporary Art – which is now a part of RH Modern – is also integrated throughout this space as part of the brand’s plan to make original works from globally curated artists more accessible.

Level two also features a second full-service RH Design Atelier in addition to a Ben Soleimani rug showroom, displaying the fourth-generation designer’s exclusive hand-knotted and hand-woven rugs, as well as specialized galleries for window treatments, bed and bath linens and bath hardware.

RH Teen and RH Baby & Child share the entire third level, each with dedicated Design Ateliers. Here, guests will find tasteful, high-quality furnishings for children and young adults that are distinctive in their own right, but blend seamlessly with the rest of the home. The third level also features an expansive outdoor garden terrace with fragrant Spearmint junipers.

At the top of the grand stair, visitors will arrive at the Rooftop Park & Conservatory. This nearly 14,000-square-foot garden space will first be experienced within a glass-and-steel structure with towering banana palms and 18-foot ceilings at its apex. The indoor space opens onto the spectacular rooftop with 60 Quaking Aspen trees set within colossal steel planters and surrounded by decomposed granite. This one-of-a-kind destination features a beautiful central trellis, billowing shade canopies, glimmering chandeliers and trickling fountains that further enhance intimate vignettes of RH Outdoor furnishings and frame stunning views of Cherry Creek North and the Rocky Mountains.

RH Denver, The Gallery at Cherry Creek offers valet parking, and can be reached at 303.331.1938. Hours of operation will be Monday through Saturday from 10am to 9pm, and Sunday 11am until 6pm.

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ABOUT RH, RESTORATION HARDWARE

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.

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 Denver, the presentation and layout of RH Denver, the Company’s merchandise and business offerings within this location, including the RH Design Ateliers, the Ben Soleimani rug showroom, RH TEEN and RH Baby & Child and the breadth of the merchandise collection in the RH Modern assortment. 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’ Annual Report on Form 10-K filed with the Securities and Exchange Commission on March 27, 2015, and similar disclosures in subsequent reports filed with the SEC, which are available on our investor relations website at ir.restorationhardware.com and on the SEC website at 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.









