

RH NEW YORK

THE GALLERY IN THE HISTORIC MEATPACKING DISTRICT

RH UNVEILS RH NEW YORK, THE GALLERY IN THE HISTORIC MEATPACKING DISTRICT

90,000-Square-Foot, Six Level Retail Experience Features a Rooftop Restaurant by Brendan Sodikoff, “New York Night” a Dramatic Art Installation by Alison Berger, A Barista Bar & Wine Terrace, An In-House Interior Design Firm, and Full Floors of RH Interiors, Modern, Outdoor, Baby, Child, & Teen

Corte Madera, Calif. – September 10, 2018 – RH (NYSE: RH) announced today the opening of **RH New York, The Gallery in the Historic Meatpacking District**, prominently situated at the intersection of Little West 12th Street, Ninth Avenue and Gansevoort Street.

RH New York marks Chairman & CEO Gary Friedman’s ongoing collaboration with design architect James Gillam of Backen, Gillam & Kroeger, over the years recognized as one of *Architectural Digest’s* Top 100 architect and design firms in the world. Originally owned by John Jacob Astor in the late 19th century, this historic landmark building has been reimagined with a modern steel-and-glass structure rising five floors through the meticulously preserved original brick façade, with cast-iron I-beams evoking the neighborhood’s industrial past.

The 90,000-square-foot experience integrates all of RH’s businesses – with entire floors dedicated to RH Interiors, Modern, Outdoor, Baby & Child, TEEN and Interior Design – and marks the brand’s continued foray into hospitality with a Rooftop Restaurant & Wine Terrace as well as a Barista Bar by celebrated restaurateur and **Founding President of RH Hospitality, Brendan Sodikoff**. RH New York also debuts *New York Night*, a striking six-story art installation of hand-blown crystal lights by renowned artist and designer, Alison Berger.

RH Chairman & CEO Gary Friedman commented, “The Meatpacking District exhibits a spirit of innovation and irreverence, pointing New York City towards the future while respecting the integrity and authenticity of its past. We were inspired by that spirit to create a retail experience worthy of such an iconic corner in what is arguably the most important city in the world.”

Upon entering, eyes are drawn up through the skylit six-story central atrium with stacked cast-iron columns and a transparent elevator that lifts visitors up to a glass-encased Rooftop Restaurant and Outdoor Park.

A year-round, skylit garden escape, the **Rooftop Restaurant** offers Sodikoff’s seasonal, ingredient-driven menu in a space layered with glimmering crystal chandeliers, lush Asiatic jasmine, elegant banquette seating defined by Japanese boxwood hedging, and dozens of pleached London plane trees. Seamlessly extending from indoors to out, the restaurant opens onto a beautifully landscaped **Park & Wine Terrace**, framing iconic views of downtown Manhattan, One World Trade Center and the Hudson River. Influenced by the great classical gardens of Europe yet contemporary in spirit, this one-of-a-kind destination features a series of intimate garden rooms with overhead canopies, sculptural evergreens and the sound of trickling fountains.

Situated just off the atrium on level three, the **Barista Bar** serves craft espresso, house-made pastries, and curated wines to enjoy on the adjacent outdoor terrace or while exploring the gallery.

“There have been select moments in my life and hospitality career that redefine my belief of what’s possible,” said Sodikoff. “New York City was built by people who had outlandish dreams and the determination to realize them. I’m grateful to be part of one of those dreams with the opening of RH New York.”

Sodikoff continued, “Ascending the glass elevator to the rooftop. Sun dappling through the atrium onto the murmuring fountains and wine terrace gardens I’m filled with a deep sense of calm, well-being and gratitude to be part of this inspiring city.”

Sodikoff is also the founder, CEO and creative director of Hogsalt Hospitality, a rapidly growing Chicago-based restaurant group spanning 14 concepts and 15 locations. Hogsalt's portfolio includes nationally acclaimed establishments Au Cheval, Bavette's, Gilt Bar and Doughnut Vault in Chicago, as well as his first restaurant in New York – 4 Charles Prime Rib, an intimate supper club in the West Village. Sodikoff has been named one of *Chicago Magazine's* "100 Most Powerful People in Chicago" and one of *Crain's* "40 Under 40." He has also been recognized by *Bon Appétit, Food & Wine* and the Food Network, among others.

To reach the upper levels, visitors can also ascend a grand double staircase illuminated by a spectacular art installation, *New York Night*, by **Alison Berger**. Composed of 120 hand-blown crystal teardrop pendants majestically cascading 90 feet through the six-story staircase, the piece evokes a downpour at nightfall, engaging the viewer in an ever-changing pattern of expansion and compression. Set against a backdrop of polished charcoal Venetian plaster, which amplifies each drop's amber glow, the composition renders mirrored pools of street light and captures the city's landscape in reflection.

For the first time, RH is imbedding an Interior Design Firm into its retail experience. As you step onto the second floor, you will see RH Interior Design offices, as well as five private client presentation rooms with discreet VIP entrances and state-of-the-art technology.

The Gallery features full floors of collections from RH Interiors, Modern, Outdoor, Baby & Child, and Teen.

RH New York, The Gallery in the Historic Meatpacking District is located at 9 Ninth Avenue and can be reached at 212.217.2210. Hours of operation are Monday through Saturday from 10am to 9pm, and Sunday 11am to 7pm.

###

PRESS CONTACT:

Katya Sorokko Spencer, RH, ksorokko@RH.com
Alexandra McClure, RH, amcclure@RH.com

INVESTOR RELATIONS CONTACT:

Cammeron McLaughlin, RH, cmclaughlin@RH.com

ABOUT RH

RH (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, RHModern.com, RHBabyandChild.com, RHTeen.com, and Waterworks.com.

FORWARD-LOOKING STATEMENTS

This press release contains forward-looking statements within the meaning of the federal securities laws, including statements regarding the retail experience and integrated hospitality experience offered by RH New York, The Gallery in the Historic Meatpacking District, its RH Interior Design offering, and similar statements. 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 RH's most recent Annual Report on Form 10-K and Quarterly Reports on Form 10-Q 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.rh.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.



INTRODUCING

RH NEW YORK

THE GALLERY IN THE HISTORIC MEATPACKING DISTRICT

ROOFTOP RESTAURANT

ROOFTOP PARK & WINE TERRACE

NEW YORK NIGHT BY ALISON BERGER

INTERIOR DESIGN & ATELIER

CENTRAL ATRIUM & GLASS ELEVATOR

AT THE ENTRANCE, GUESTS WILL DISCOVER THE SOARING CENTRAL ATRIUM WITH STACKED CAST IRON COLUMNS AND A GLASS ELEVATOR THAT TRANSPORTS YOU UP TO THE SKYLIT ROOFTOP RESTAURANT & OUTDOOR PARK WITH VIEWS OF DOWNTOWN AND FREEDOM TOWER.





RH INTERIOR DESIGN & ATELIER

WE'VE EMBEDDED AN INTERIOR DESIGN FIRM AND OFFICES INTO OUR GALLERY AS WELL AS PRIVATE ROOMS FOR CLIENT MEETINGS AND PRESENTATIONS. WE ALSO HAVE AN EXPANSIVE DESIGN ATELIER WHERE CLIENTS, DESIGNERS AND ARCHITECTS HAVE ACCESS TO FABRICS AND FINISHES PLUS AMPLE SPACE TO WORK ON DESIGN PROJECTS.





NEW YORK NIGHT BY ALISON BERGER

A STUNNING LIGHTING INSTALLATION BY ACCLAIMED LA-BASED DESIGNER ALISON BERGER ILLUMINATES THE GALLERY'S GRAND DOUBLE STAIRCASE. COMPOSED OF 120 HAND-BLOWN PENDANTS THAT MAJESTICALLY CASCADE 90 FEET THROUGH THE LENGTH OF THE SIX-STORY GALLERY, THE PIECE EVOKES A DOWNPOUR AT NIGHTFALL.





RH ROOFTOP RESTAURANT BY BRENDAN SODIKOFF

GUESTS VISITING THE ROOFTOP RESTAURANT WILL EXPERIENCE A SEASONAL, INGREDIENT-DRIVEN MENU BY BRENDAN SODIKOFF, FOUNDING PRESIDENT OF RH HOSPITALITY. A CELEBRATED RESTAURATEUR, SODIKOFF IS ALSO THE FOUNDER, CEO AND CREATIVE DIRECTOR OF HOGSALT HOSPITALITY, A CHICAGO-BASED RESTAURANT GROUP.





RH ROOFTOP PARK & WINE TERRACE

SEAMLESSLY EXTENDING FROM INDOORS TO OUT, THE ROOFTOP RESTAURANT OPENS ONTO A BEAUTIFULLY LANDSCAPED PARK INSPIRED BY THE GREAT CLASSICAL GARDENS OF EUROPE. HERE, GUESTS WILL DISCOVER A ONE-OF-A-KIND DESTINATION FEATURING PLEACHED LONDON PLANE TREES, JAPANESE BOXWOOD HEDGES, THE SOUND OF TRICKLING FOUNTAINS AND AN ELEGANT WINE TERRACE WHERE THEY CAN ENJOY A GLASS OF ROSÉ OR CABERNET.



RH BARISTA BAR

NEAR THE ATRIUM ON LEVEL THREE, VISITORS WILL DISCOVER THE MARBLE-CLAD BARISTA AND WINE BAR. HERE, THEY'LL FIND CRAFT ESPRESSO DRINKS, HOUSE-MADE PASTRIES AND A SELECTION OF CURATED WINES.