

RH

PORTLAND

THE GALLERY IN
THE HISTORIC
ALPHABET DISTRICT



RH UNVEILS RH PORTLAND, THE GALLERY IN THE HISTORIC ALPHABET DISTRICT

46,000-Square-Foot, Four-Level Design Experience Blurs the Lines Between Residential and Retail, Indoors and Outdoors with Dramatic Interior Installations Showcasing Collections from RH Interiors, RH Modern and RH Outdoor, an Interactive Design Atelier and Rooftop Park

Corte Madera, Calif. – April 9, 2018 – RH (NYSE: RH) announced today the opening of RH Portland, The Gallery in the Historic Alphabet District at 474 NW 23rd Avenue.

RH Portland is the latest iteration of the brand's design galleries, and marks the ongoing collaboration between RH Chairman & CEO Gary Friedman, and design architect James Gillam of Backen, Gillam & Kroeger, a firm recognized as one of Architectural Digest's Top 100 architecture and design firms in the world.

Commanding four levels and 46,000 square feet, this immersive new retail experience features artistic installations of home furnishings in a gallery setting, including entire floors dedicated to RH Interiors, RH Modern and RH Outdoor. RH Portland also includes an interactive Design Atelier, offering professional design services in a studio environment.

“We don’t build retail stores,” commented RH Chairman & CEO Gary Friedman. “Most retail stores are archaic windowless boxes that lack any sense of humanity. We are building inspiring spaces that blur the lines between residential and retail, indoors and outdoors, physical and digital. Spaces that are more home than store, surrounded by French doors, and flooded with natural light, with a 40-foot skylight above the dramatic central staircase that leads you up four floors to a beautifully landscaped rooftop park.”

Conceptualized as a contemporary, yet classically-inspired structure that is a reflection of human design, RH Portland features a charcoal grey Venetian plaster exterior with an expanse of glass-and-steel French doors that open onto a streetscape of Japanese zelkova trees, winter gem boxwood, climbing Boston ivy and jasmine pandorea vines. Looking overhead, guests will admire Juliet balconies, a lush terrace on level three and the Rooftop Park with mature river birch trees, boxwood topiaries, and decomposed granite.

Arriving to the gallery’s entrance on NW 23rd Avenue, guests will pass through a 25-foot-wide threshold of glass and steel and continue into the gallery’s central hall with soaring 13-foot ceilings and a cast-stone Tuscan colonnade. Dramatic cased passageways lead to a classical arrangement of rooms with artistic lifestyle installations featuring RH Interiors collections from internationally renowned designers.

Continuing their journey to the upper floors, visitors will ascend a grand double staircase spanning nearly 40 feet with custom-designed iron handrails inspired by the work of late 20th-century Venetian architect, Carlo Scarpa. Natural light emanates from a massive skylight four floors above, while a spectacular installation of 21 crystal Helix Chandeliers hanging 58 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 2,700-square-foot studio, anchored by two, 15-foot custom tables, offering a fully integrated workspace for clients, designers and architects to reimagine one room or an entire home, inside and out. Here, guests can work with the highly experienced RH Interior Design team to create functional and elegant spaces. A place for collaboration and ideation, the Design Atelier features access to RH’s vast library of fabrics, leathers, and furniture and lighting finishes – providing an unprecedented level of design services.

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 find a 7,500-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. Complementing

this immersive experience is a lush garden terrace with striking crystal and iron chandeliers, and a tracery metal trellis accented with climbing wisteria.

At the top of the grand stair, guests will arrive at the 6,000-square-foot Rooftop Park, where they will first discover a pavilion of glass and steel punctuated by a circular stone fountain, cedar trellises, and a rhythmic progression of oversized Japanese boxwood globes. With panoramic views of the West Hills, Fremont Bridge and downtown Portland, this one-of-a-kind destination features river birch trees set within colossal steel planters accented with blue star juniper, sculptural evergreen hedging, and glimmering chandeliers that further enhance intimate vignettes of RH Outdoor collections.

RH Portland, The Gallery in the Historic Alphabet District offers valet parking, and can be reached at 503.228.6226. Hours of operation are Monday through Saturday from 10am to 7pm, and Sunday 11am until 6pm.

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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 and Waterworks.com

FORWARD-LOOKING STATEMENTS

This release contains forward-looking statements within the meaning of the federal securities laws, including statements regarding statements regarding the immersive new retail experience offered by RH Portland, The Gallery in the Historic Alphabet District, the level of design services offered at the RH Design Atelier, RH Modern presenting one of the largest curated and fully-integrated assortments of modern furnishings, lighting and décor under one brand in the world, statements regarding the Rooftop Park being a one-of-a-kind destination, 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 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 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.









