

## RH INTRODUCES RH BEACH HOUSE

### Inspired by the World's Iconic Seaside Destinations, New Concept Debuts with Dedicated Source Book Showcasing Distinctive New Collections by Acclaimed Global Designers That Create a Seamless Expression of Indoors and Out

Corte Madera, Calif. – Aug. 7, 2019 – RH (NYSE: RH) announces the unveiling of **RH Beach House**, a highly curated concept inspired by the world's iconic seascapes that introduces over 100 collections reflecting the brand's distinctive point of view on coastal living. From Malibu to Mykonos, Sydney to St. Barts, RH Beach House is defined by its modern, contemporary and global influences, and debuts with a dedicated print and digital Source Book, which can be viewed at [RHBeachHouse.com](http://RHBeachHouse.com).

RH Chairman and CEO Gary Friedman commented, "Our vision was to reimagine the conventional beach aesthetic with a fresh point of view and elevated sense of taste and style. RH Beach House represents our quest to integrate the talent and ideas of the most forward-thinking people in our industry – inspiring a new and evolving way to live."

The assortment of furniture, lighting, textiles and décor is the result of the brand's creative partnerships with a select group of acclaimed international designers. Timeless silhouettes, organic forms and luxe natural materials layer with rich texture, earthen hues and stunning statement pieces to create a seamless expression of indoors and out.

First-time collaborations have yielded three modular sofa collections handmade in Italy – *Navone* by **Paola Navone** (Milan), a casual, streamlined design with relaxed details that reflect the celebrated designer's eclectic ethos; *Lugano* by **Jan te Lintelo** (The Netherlands), with broad track arms and low-slung proportions that speak to comfortable, clean-lined modernism; and *Costera* by **Jason Chauncey** (Los Angeles), featuring sculptural tapered arms, a contoured profile and deep, loose cushions.

Spanning living, dining, bed and bath, **Luay Al-Rawi's** (Amsterdam) *Live Edge*, *Waterfall* and *Sled* collections are rendered in solid European oak, with the wood undergoing a revolutionary high-heat finishing process – *Oak Brûlé* – that results in distinctive cracking and a deep caramelized color. The Dutch designer also introduces the *Bolinas Metal & Peroba* collection, a 1940s French-inspired design where massive reclaimed timbers are juxtaposed with thin sheets of steel and hand-finished with dramatic beveling; and *Cabrera Concrete*, a tribute to the bold geometric forms of the mid-20<sup>th</sup> century International Style.

Among RH Beach House's other highlights are *Kasar* by **Todd and Jason Song**, a rustic collection of tables that reflect the spare forms and timeworn appeal of primitive Indonesian furniture; *Anaya*, distressed cabinets with open latticework – also from the Beijing-based brothers – that recall a British colonial influence; *Trembesi* by **Timothy Oulton** (London), who looks to the influence of traditional African carvings on early 20<sup>th</sup> century French design for a collection of striking handcrafted tables; and the *Solano Dining Table*, featuring a monolithic concrete slab that plays counterpoint to a reclaimed teak base. A collection of distinctive item seating references American and European modernist designs handwoven of rope, rattan and seagrass, as well as leather.

Subtly evoking sand, sky and sea, new pillow collections include *Belgian Linen & Wool Factory Stripe* from **Raymond Libeert of Libeco** (Flanders), a turn-of-the-century industrial design masterfully reimaged with a sumptuous hand; *Belgian Linen & Cotton Textured Stripe* from Libeco, combining the rich tonal variations and softness of Europe's heritage textiles with a contemporary sensibility; *Azulina Home's* (Medellín) *Marled Stripe*, handcrafted in Colombia by fourth-generation artisans with locally sourced wool and pure cotton twill; and *Handwoven Mélange Flatweave*, featuring dimensional, labyrinth-like patterns based on ancient rug motifs.

Lighting makes a sculptural statement with a range of new pendants – *Montauk*, handwoven of blackened rattan in sphere and teardrop forms that pay homage to Scandinavian simplicity; *Indonesian Fishing Basket*, inspired by traditional fishing traps from the island nation; *Panama*, an organic interpretation of a classic Machine Age design handcrafted of water hyacinth leaves; and *Cabrillo*, where translucent, grandly-scaled wire domes create an ethereal play on light and shadows.

Select **RH Outdoor** collections from internationally renowned designers **Piet Boon** (Amsterdam) and **Mario Ruiz** (Barcelona) are introduced in natural teak finishes, while designs from **Nicholas and Harrison Condos** (Sydney) appear in premium slate aluminum. New art from the **General Public for RH** collection – featuring works from emerging and established painters across the globe – is also showcased in the RH Beach House Source Book. General Public is a first-of-its-kind art curation and publishing company founded by award-winning actress and artist, **Portia de Rossi**.

For more, visit [RHBeachHouse.com](http://RHBeachHouse.com).

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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](http://RH.com), [RHModern.com](http://RHModern.com), [RHBeachHouse.com](http://RHBeachHouse.com), [RHBabyandChild.com](http://RHBabyandChild.com), [RHTEEN.com](http://RHTEEN.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 regarding RH Beach House, new concept debuts, expectations supported by the introduction of over 100 collections under the brand, collaborations and creative partnerships with vendors and acclaimed global and international designers, the introduction of select collections of RH Outdoor, General Public being a first-of-its-kind art curation and publishing company and the new art showcased in RH Beach House Source Book and any statements or assumptions underlying any of the foregoing. 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 general economic conditions and the housing market as well as the impact of economic conditions on consumer confidence and spending; changes in customer demand for our products; our ability to anticipate consumer preferences and buying trends, and maintaining our brand promise to customers; consumer spending based on weather and other conditions beyond our control; risks related to the number of new business initiatives we are undertaking; our ability to obtain our products in a timely fashion or in the quantities required; risks related to our sourcing and supply chain including our dependence on imported products produced by foreign manufacturers and risks related to importation of such products including risks related to tariffs, the countermeasures and mitigation steps that we adopt in response to tariffs and other similar issues, 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 Form 10-K, Form 10-K/A and 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](http://ir.rh.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.