



RH INTRODUCES RH MODERN

New Innovative Multi-Channel Business Debuts with 540-Page Source Book, Dedicated Website and Dramatic Retail Presence

Corte Madera, Calif.—October 12, 2015 — **RH** (Restoration Hardware Holdings, Inc.—NYSE: RH) announced today the unveiling of **RH Modern**, an entirely new business and first-of-its-kind retail concept for the modern lifestyle. RH Modern offers one of the most curated and fully-integrated assortments of modern furnishings, lighting and décor under one brand in the world, combining a fresh and compelling minimalist aesthetic with the comfort and quality that define RH. The multi-channel business debuts with its own distinctive 540-page Source Book, a dedicated website (www.RHModern.com) and significant retail presence, including a completely re-conceptualized modern structure from the 1950s that will house the first freestanding RH Modern Gallery on Beverly Boulevard in West Hollywood.

"We believe RH Modern is our finest work to date," says RH Chairman & CEO Gary Friedman. "From antiques to architecture, from the environments we work in to the devices we work with, there is a modern sensibility that is influencing what we see and how we live in the world. While the market for modern furnishings has always been somewhat small, the convergence of these trends creates an opportunity to develop a much larger market."

Mr. Friedman continued, "So many talented people came together to collaborate on RH Modern. Artists, artisans, art directors, architects, designers, photographers, merchants and manufacturers from around the world all contributed their own unique gift and point of view. I especially want to thank Fabien Baron, who worked with us to blur the lines between magazine and catalog, creating a contemporary and revolutionary mark and voice for our brand across our Source Book, website and advertising campaign."

Baron comments, "Any successful project starts with a vision. And it requires strong individuals to uncompromisingly implement that vision to its finest point. And the result is what makes the difference between what's common and what's rarified. I believe Gary Friedman is one of these individuals and that's why I wanted to be part of his project. I feel I understand what he is aiming for. His approach is simply modern."

RH Modern will captivate the growing number of people who are drawn to modernist design, whether their aesthetic is classic, rustic or contemporary modern. With thousands of products spanning nearly every facet of the home – from living rooms to dining rooms, bedrooms to bathrooms, home theaters

to home offices, and pools to patios – this will be the first brand to offer such a comprehensive, groundbreaking breadth of furnishings for modern living.

Many of the RH Modern collections have been developed in collaboration with some of the world's most talented and internationally-renowned designers – including new furniture collections from **Barlas Baylar, Anthony Cox, Thomas Bina and Rudy Sr. and Rudy Jr. Van Thiel**; lighting from **Jonathan Browning and Mariano Fortuny**; modern rugs by **Ben Soleimani**; outdoor offerings from **Leo Marmol and Ron Radziner, Ann Marie Vering, and José Gandía-Blasco**, and reissues of iconic originals from the master of midcentury design, **Milo Baughman**.

RH Modern introduces an entirely new design vernacular defined by minimalist design and maximum comfort rendered in a nuanced range of warm and cool tones. A harmonic array of fine materials, rich finishes, and organic textures – leather and shagreen, stone, rustic and refined woods, metals such as brass and bronze, lacquers, glass and aged mirror – allow for intriguing juxtapositions to suit a refined sensibility. Statement pieces include inviting platform and canopy beds; oversized ottomans; low, sophisticated sofas and sectionals with integrated accent tables; lush, tactile carpets; dramatic sculptural lighting; floating lounge chairs and vanities; and stunning window and bath hardware.

RH Modern launches with a distinctive 540-page Source Book that breaks the traditional mold and defines a new and engaging magazine-catalog hybrid concept. **Fabien Baron**, the go-to game-changer of high-end branding and editorial design, has joined forces with Gary Friedman to conceptualize the RH Modern Source Book – designed to be a keepsake in itself – as well as the logo, brand materials and advertising campaign.

The brand also debuts with a unique website and significant physical presence, including a dramatic, standalone RH Modern Gallery at the site of RH's former gallery on Beverly Boulevard in **Los Angeles**, the entire ground floor of the Flatiron Gallery in **New York**, plus entire floors in the company's next-generation design galleries in Chicago, Denver, Tampa and Austin. The freestanding RH Modern Gallery in Los Angeles has been completely reimaged as a contemporary structure – indoors and out – featuring a modern sculpture garden with soaring palm trees, stretched canvas and a wall of water inspired by the famous fountain in New York City's Paley Park, and a two-story lobby with a monolithic modern staircase. **RH Contemporary Art** – which has been integrated into RH Modern – will be showcased in each location with original works from a globally curated roster of artists, creating the feeling of both a home and a gallery.

With a steadfast belief in the power of good design and the integrity of great architecture, RH Modern will inspire a new way of life and a movement towards simplicity and modernism.

RH Modern is available online now at RHModern.com.

###

Press Contact:

Katya Sorokko Spencer, RH, ksorokko@RH.com

Investor Relations Contact:

Cammeron McLaughlin, RH, cmclaughlin@RH.com

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 breadth of the merchandise collection in the RH Modern assortment and the integration of RH Contemporary Art into RH Modern. 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’ 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.