

# RH

WEST HOLLYWOOD

THE GALLERY ON  
MELROSE AVENUE



**FOR IMMEDIATE**

*Restoration Hardware Announces The Opening Of RH West Hollywood, The Gallery On Melrose Avenue*

*RH Unveils 40,000 Square Feet of Garden Courtyards and Terraces, Loggias, Interiors and a Rooftop Park With Heritage Olive Tree Grove, Decomposed Granite and Stunning Views of the Hollywood Hills.*

Corte Madera, Calif.—October 24, 2014— RH (Restoration Hardware Holdings, Inc.—NYSE: RH) announced today the opening of RH West Hollywood, The Gallery on Melrose Avenue at 8564 Melrose Avenue, in the heart of the West Hollywood Design District. Commanding nearly 40,000 total interior and exterior square feet, this revolutionary new retail concept features artistic abstractions and never-seen-before collections of home furnishings in a gallery setting.

“Our vision is to create an environment that blurs the lines between residential and retail, interiors and exteriors, offline and online, and celebrates the creative spirit of the West Hollywood Design District,” says RH Chairman & CEO, Gary Friedman. “The Gallery on Melrose Avenue is a study and a reflection of human design in regard to balance, symmetry and proportion, while respecting the hierarchy and integration of environment, architecture and humanity to create a feeling of harmony.”



Mr. Friedman continued, “RH has become a platform for some of the most creative architects, designers and manufacturers in the world. The Gallery on Melrose Avenue reflects our commitment to curate and integrate the very best people, products, ideas and inspiration, creating a unique and inspiring design experience.”

RH West Hollywood 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.

Upon entering the transparent, grand-scale multi-level contemporary building filled with natural light and fresh air reflecting Southern California’s outdoor lifestyle, guests will first encounter the Gallery’s charcoal grey Venetian plaster exterior and expanse of 12-foot glass and steel French doors that open onto a streetscape lined with boxwood topiaries and London planetrees. Looking overhead, guests will admire lush garden terraces on level two and the Rooftop Park with nearly 100-year-old heritage olive trees. Centered at the very top is an exacting 10-foot-tall reproduction of the iconic Hellenistic sculpture, Winged Victory of Samothrace, the original of which has long been a highlight at the Louvre. The vintage piece, discovered by Mr. Friedman and his team at the Paris Flea Market, was purchased specifically for The Gallery - an iconic Angel, presiding over The City of Angels, they thought would be an artful juxtaposition.

Guests will enter through striking, 15-foot steel gates inspired by the work of late 20th-century Venetian architect Carlo Scarpa, and step into a decomposed granite courtyard flanked by dramatic loggias, complete with giant banana palms, creeping vines and the sound of trickling fountains. Walking through a 28-foot threshold of retractable steel and glass doors, guests will continue into the Gallery’s central hall with soaring 14-foot ceilings and a Tuscan colonnade of cast stone. Barrel-vaulted passageways lead to a classical arrangement of rooms with artistic lifestyle installations featuring collections from renowned designers and artisans from across the globe.

To access the upper floors, guests will ascend a grand double staircase awash in natural light via a massive skylight spanning 40 feet, three floors above. A stunning composition of antique mirrors cascading down the stairwell creates an endless reflection and further illuminates the way.

Arriving on the second floor, guests will experience an installation of oversized Destroyed leather sectional sofas and dramatic industrial vintage chandeliers, with views of the Hollywood Hills through the 28-foot retractable glass wall that opens onto an expansive Juliet balcony. The second floor also features 1,000-square-foot outdoor garden terraces with tracery metal trellises accented with canvas and climbing jasmine pandorea vines.

The journey to the top leads to a 10,000-square-foot Rooftop Park. Symmetrically composed in the spirit of the Jardin des Tuileries in Paris, this one-of-a-kind destination and public garden space is first experienced within a vestibule of glass and steel that opens into a spectacular grove of 18, nearly century-old heritage olive trees surrounded by decomposed granite and set within colossal steel planters accented with cascading rosemary.



A bluestone promenade and beautiful central trellis with billowing canvas serves as a visual axis and leads visitors through the Park. Here, a 40-foot-long table made of two planks of reclaimed pine flanked by sofas runs the length of the arbor trellis, culminating with sweeping views of the Hollywood Hills. A mix of citrus, fragrant jasmine and French lavender, boxwood hedges and topiaries, giant birdcage trellises, glimmering chandeliers and trickling fountains further enrich intimate settings of RH Outdoor collections.

At RH West Hollywood, guests will also discover a Ben Soleimani Rug Showroom displaying the renowned fourth-generation designer's exclusive hand-knotted and hand-woven rugs for RH; an RH Design Studio, where clients can work with the RH design team, their personal architect or interior designer, or schedule an in-home consultation; and a Bellocq Organic Tea Atelier, where guests can enjoy a complimentary cup of one of the many distinct blends.

RH West Hollywood, The Gallery on Melrose Avenue offers valet parking and can be reached at 310.652.0323. Hours of operation are Monday through Saturday from 10am to 7pm, 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](http://RH.com).

**FORWARD-LOOKING STATEMENTS**

This release contains forward-looking statements within the meaning of the federal securities laws. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts, including any statements related to our ability to create a revolutionary new retail concept and unique and inspiring design experience, visitors' experience, gallery offerings and hours of operation. Forward-looking statements are subject to certain risks and uncertainties that could cause our actual or future results to differ materially from our expectations. For further information regarding risks and uncertainties associated with RH business, please refer to the risk factors section in the Company's SEC filings, including, but not limited to, its annual report on Form 10-K and its quarterly reports on Form 10-Q. RH undertakes no obligation to update information contained herein, including forward-looking statements.



*Level 1 - The European garden courtyard with decomposed granite and trickling fountains transitions into the grand entry through 28-foot retractable steel and glass doors.*



*Level 1- The grand entry's central hall with 14-foot ceilings showcases dramatic installations.*





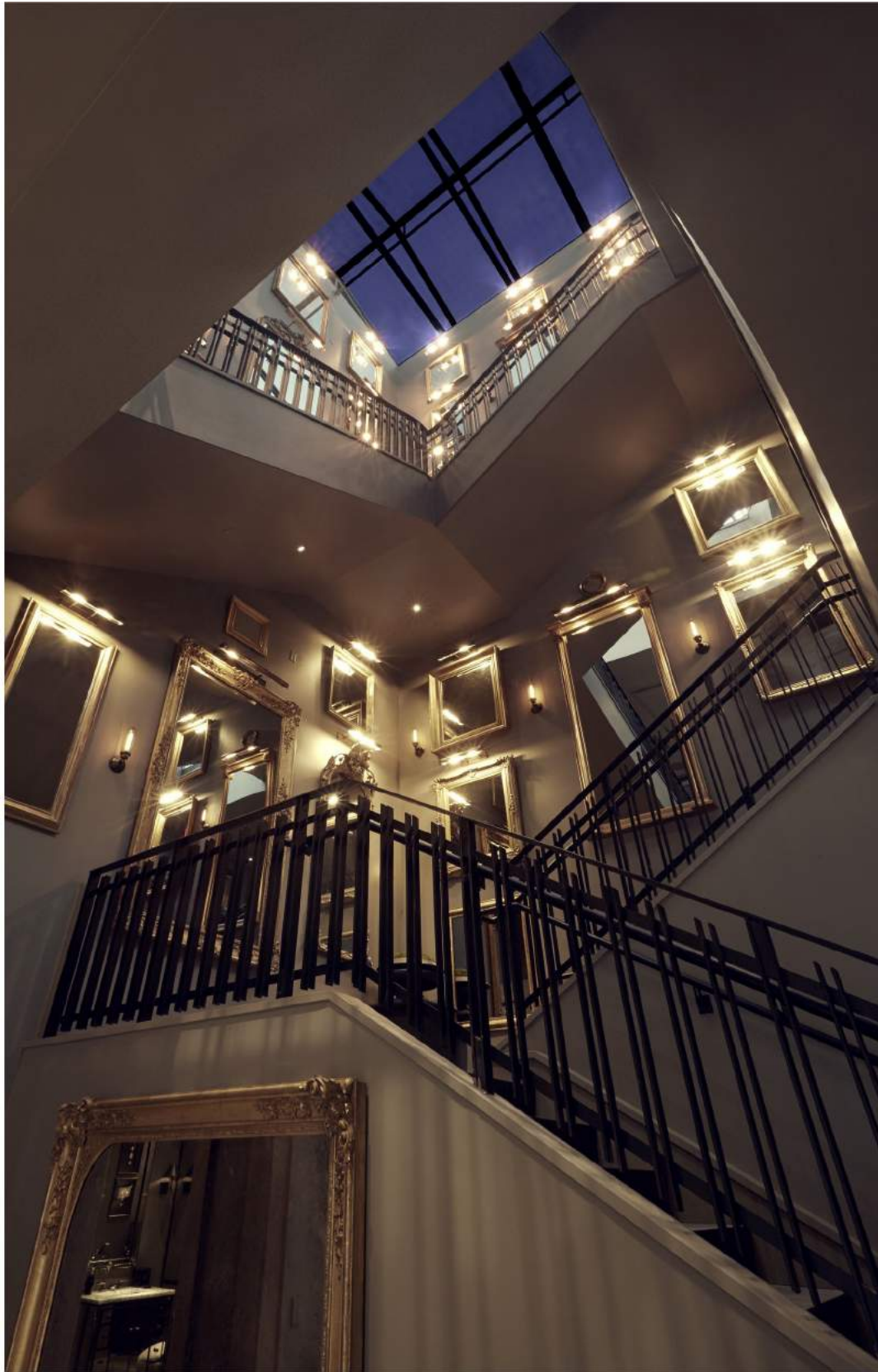
*Level 1 - Expansive East Loggia offers a seamless transition between indoors and out, featuring collections from renowned designers and artisans across the globe.*



*Level 1 - Expansive West Loggia reflects Southern California's temperate climate, with the majority of the Gallery's facade opening to the outdoors.*



*Level 1 - The grand double staircase features custom-designed iron handrails inspired by the late 20th-century Venetian architect, Carlo Scarpa, and a Bellocq Organic Tea Atelier.*



*The dramatic antique mirror-lined staircase traverses up to the rooftop park.*





*Level 1 – A gallery presentation of curated new and vintage rugs by fourth-generation designer Ben Soleimani.*



*Level 1 – The artistic installation opens onto the Loggia with its retractable glass walls.*





*Level 1 - A series of intimate bed & bath suites showcase dramatic compositions.*



*Level-Barrel-vaulted passageways lead to a classical arrangement of rooms with soaring 14-foot ceilings.*



*Level 1 - A bed and bath suite is filled with natural light streaming through French doors that open onto a streetscape lined with boxwood topiaries and London planetrees.*



*Level 2 - The leather installation opens onto an expansive Juliet balcony through a 28-foot retractable glass wall.*





*Level 2 - The leather installation reflects craftsmanship from renowned designers and artisans across the globe.*



*Level 2 - The leather installation opens onto one of the Gallery's two lush garden terraces, which feature tracery metal trellises with billowing canvas.*



*Level 3- The 10,000-square-foot rooftop park symmetrically designed in the spirit of the Jardin des Tuileries, with decomposed granite and a grove of century-old heritage olive trees.*



*Level 3 - A 40-foot-long table made of two planks of reclaimed pine, culminating with the Winged Victory of Samothrace sculpture and sweeping views of the Hollywood Hills.*





*Level 3 - A mix of citrus, fragrant jasmine and French lavender; boxwood hedges and topiaries, glimmering lanterns and trickling fountains surround intimate settings of Outdoor collections.*



*Level 3 - An exacting 10-foot-tall reproduction of the iconic Hellenistic sculpture, Winged Victory of Samothrace, the original of which has long been a highlight at the Louvre.*