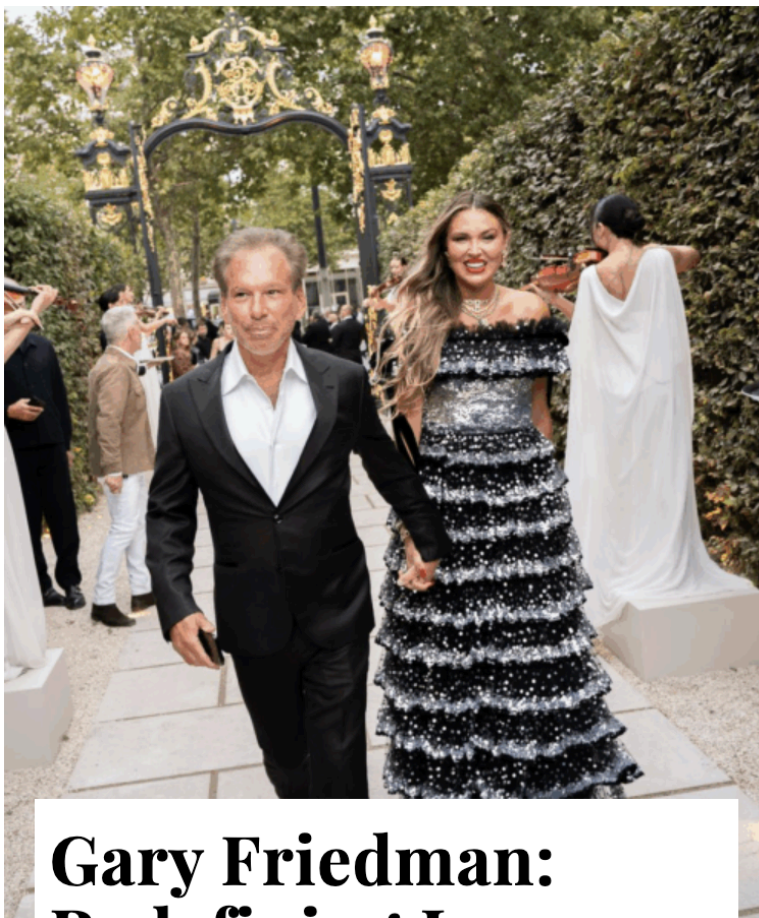




Gary Friedman: Redefining Luxury Living with RH

Gary Friedman, Chairman and CEO of RH (formerly Restoration Hardware), continues to redefine luxury through bold ventures like RH Paris and the RH Guesthouse in New York. With a second Guesthouse planned for Aspen, Friedman's vision elevates RH beyond design — transforming it into a global lifestyle brand at the intersection of art, architecture, and culture.

Written by Jason Binn

As Chairman and Chief Executive Officer of **RH** (formerly **Restoration Hardware**), **Gary Friedman** has transformed a heritage home furnishings brand into one of the most visionary luxury lifestyle companies in the world. Under his leadership, RH has transcended traditional retail to become a global curator of design, hospitality, and culture — redefining what it means to live beautifully.

Friedman's influence is visible across RH's expanding portfolio of immersive destinations, from the brand's iconic **RH Galleries** to the ultra-exclusive **RH**

Guesthouse in New York, a concept blending hospitality, design, and experience into a single, elevated expression of luxury. A second RH Guesthouse is already in development in Aspen, continuing the brand's evolution into lifestyle environments that inspire and engage on every level.

Most recently, RH celebrated the opening of **RH Paris**, a landmark that showcases the brand's European ambitions and its ability to merge design with destination. The Paris gallery exemplifies Friedman's larger vision: to build a brand that exists at the intersection of art, architecture, and lifestyle. Every RH location — whether in Chicago, San Francisco, or now Paris — is designed not only to display furniture but to evoke emotion and community.

"Luxury," Friedman has often said, "is not about price — it's about taste, time, and how something makes you feel." It's a philosophy that has guided RH's transformation from a retail company into a cultural force.

Through RH, Gary Friedman continues to challenge the boundaries of design and experience. From the refinement of RH Guesthouse to the grandeur of RH Paris, his vision remains clear: to create spaces that elevate daily life into something truly extraordinary.