

## RH, the new colossal address that is shaking up the codes in Paris

A store, gallery and restaurant, RH Paris establishes itself as a hybrid address at the crossroads of the desires of a high-end clientele, certainly more touristy than Parisian.



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### The first images of RH Paris, a hybrid address on the Champs-Élysées

For an entire generation, the mansion at 23 Avenue des Champs-Élysées was synonymous with Abercrombie & Fitch for ten years. Between 2011 and 2021, the gilded gates were graced by the ready-to-wear brand's bare-chested models—it was common to have their photos taken in front of the entrance...



The entrance to RH Paris, the Gallery and its wrought iron and gold leaf gate, on the Champs-Élysées.

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## Monumental atrium and almost invisible glass elevator

Now, it's the Californian brand RH (for *Restoration Hardware*) that is setting up shop within its walls, inventing a completely immersive experience in the immediate vicinity of the Grand Palais and the Petit Palais. The address is highly rated, adjoining the Dassault Group's headquarters; Gary Friedman has transformed it into a hybrid space. Once through, the wrought iron entrance gate adorned with gold leaf reveals the beginnings of a secret garden. Climbing ivy, French-pruned boxwood... A path paved with light stone leads to a first outdoor space where fire pits sparkle. Inside, the watchword seems to be excess. Transformed, the space is decluttered and displays an atrium where floating staircases converse with an elevator made entirely of glass. It appears and disappears as if by magic, housed in an elevator shaft evolving between the floors and the rooftop garden. At the center of the atrium and its golden hues, attention is drawn to a bronze caryatid dating from around 1870 and attributed to the French sculptor Louis-Félix Chabaud - his works are notably exhibited at the Louvre and the Opéra Garnier.



The atrium and its bronze caryatid dating from around 1870 and attributed to the French sculptor Louis-Félix Chabaud.

## Art, decoration and gastronomy

A vast library dedicated to architecture and design displays rare and ancestral works by Andrea Palladio,

Leonardo da Vinci , Philibert de l'Orme... At the heart of the library sits one of the first modern editions, dating from around 1521, of *De Architectura, The Ten Books on Architecture* by the architect Marcus Vitruvius. For aesthetes and at the crossroads of the spheres of art, gastronomy, decoration and architecture, the address is designed as an absolute experience, a gallery spread over seven levels. Antiques, pieces of furniture for the home and exhibitions mark the visitor's journey, who will make a gastronomic stop in the RH garden. Located on the second-floor terrace, it boasts immaculate onyx decor where you can share crispy artichokes with potatoes and rosemary aioli, beautiful grilled shrimp with lemon, butter, garlic, and Calabrian chili, grilled lobster, or the house burger topped with bacon, cheese, pickles, onions, Dijon sauce, and avocado. You can have lunch or dinner under the glass roof inspired by the Grand Palais, with a Mimosa in hand.



The rooftop of the new RH address on the Champs-Élysées, with the Eiffel Tower in the background.

## Cocktails from the world's best bartender

At Petit RH, under a lit ceiling and in a decor dominated by lacquer, the cocktails of the renowned Colin Field are popular. Formerly of the Ritz Paris and crowned best bartender in the world, the man is a living cocktail legend—we recommend trying his creations, like the French (gin, lemon, champagne), the RH Manhattan, or his version of a Margarita (volcano blanco tequila, Cointreau, lime), which is unbeatable.



On the plate, caviar is served with blinis, chips, or a baked potato topped with sea salt and a generous dollop of butter. It also makes an appearance on Toro tuna or salmon cones with just the right amount of cucumber, chives, and crème fraîche. As for seafood, the XXL tower of king crab, lobster, oysters, and shrimp remains a sure bet.

23, avenue des Champs-Élysées, 75008 Paris,  
<http://rh.com>



At the end of a light stone path, the secret garden of RH Paris is revealed with its braziers.



The structure spans seven floors. At the top, there's a rooftop with views of the Parisian skyline.