

## RH sets up shop in Paris on the Avenue des Champs-Élysées



COMBINING ARCHITECTURE, DESIGN, AND THE ART OF LIVING, THE AMERICAN BRAND RH HAS MADE A SPECTACULAR DEBUT IN THE HEART OF THE CAPITAL. A PLACE TO DISCOVER WITHOUT DELAY.

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Tom Kuntz

We're not talking about a simple store here, but a true luxury manifesto, an experience like no other. On September 5th, **the American brand RH**, combining furniture, design and lifestyle, inaugurated its new home in the very heart of Paris. A major event for the arrival of the American on the most beautiful avenue in the world: the Champs-Élysées. **Focus**.

### A monumental setting for HR

Located just off Avenue Montaigne, **Galerie RH Paris** is revealed behind gilded gates, opening onto a secret garden of the capital. Beyond this theatrical setting, where violinists accompanied the guests' steps, the experience unfolds over seven levels connected by a " *vertiginous atrium*, inhabited by a *bronze caryatid* by sculptor *Louis-Félix Chabaud*, a nod to French history and engineering," a press release states.



© Courtesy of RH

The place, although reworked to achieve the perfection of the name, is not entirely unknown. It is in fact the former *Abercrombie & Fitch* store. But this time, there are no mannequins posing in the doorway or logoed sweatshirts. Here, **the art of living reigns supreme**.

The tour of the RH Paris Gallery opens with the **Architecture & Design Library**, where seminal works from Vitruvius to Haussmann are displayed, and continues with installations featuring furniture, antiques, and rare objects. These include marble console tables, elegant rugs, gilded mirrors, and monumental decorative sculptures.

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© Courtesy of RH

Each floor offers a scenography designed halfway between a gallery and a cutting-edge artist's home, blurring the lines between house and museum.

During its launch event, some fans even walked its floors, eager to discover this French version. Among them, some big names: **Zoe Saldana, Catherine Deneuve, Theo James, Ellen DeGeneres, Portia de Rossi and Géraldine Guyot-Arnault**.



© Gary Friedman, Catherine Deneuve, Theo James, Zoe Saldana – Courtesy of RH

## The HR range, to discover

Beyond the design that has made its reputation, RH Paris offers a wide range of experiences in this French setting (drawing inspiration from its other American galleries). The **RH Garden** invites you to dine under a glass roof inspired by the Grand Palais, with Mediterranean and American classics.



© Bar & Lounge – Courtesy of RH



Higher up, the **Bar & Lounge**, designed by renowned bartender Colin Field, offers exceptional cocktails and wines. Finally, **Le Petit RH** plays the intimate card: champagne-lacquered walls, a ceiling studded with " 7,000 blown-glass polyhedrons ," and a rooftop with a view of the Eiffel Tower, designed to host caviar, seafood, and contemporary small plates.



© Petit RH – Courtesy of RH

## Excellence in HR?

One essential point must be made clear: RH Paris is not a point of sale. Quite the opposite... With its opening, the brand is offering the city **an architectural and cultural manifesto** , a way of inscribing its name in Parisian heritage while celebrating the French art of living and its gastronomy. " *We don't build stores, but inspiring spaces* ," the brand reminds us. " *In Paris, the measure is eternity. We know this and have built with this in mind* ," adds Gary Friedman, its CEO.

With this first address in France, RH intends to attract both design lovers and curious visitors in search of a fragment of excellence, confirming **Paris as the eternal capital of creation** .