

Golden Gates Open: RH Arrives in Paris

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The Champs-Élysées has a new jewel for the luxury lifestyle set. RH, the American brand formerly known as Restoration Hardware, has opened its Paris flagship following a multimillion-dollar restoration that blends Old World grandeur with modern design.



Guests don't enter this gallery through a typical storefront. Instead, golden gates open to a hedge-lined walkway, a rear garden and dramatic medallion-carved doors that lead into a space CEO Gary Friedman calls the company's "Mona Lisa."



The Paris opening, created in partnership with Foster + Partners, is RH's most ambitious international project yet. It follows a series of European debuts—the grand RH England launch at Aynhoe Park in 2023, attended by Ellen DeGeneres and Portia de Rossi, and subsequent galleries in Brussels, Madrid, Düsseldorf and Munich. But Paris is the crown jewel: a bold statement of RH's vision for global luxury living.



Image: @ellendegeneres via Instagram

Spanning roughly 42,000 square feet across seven levels, RH Paris is among the brand's largest galleries worldwide. Features include a rooftop restaurant and garden with sweeping views of the city, a glass conservatory dedicated to design services and private salons staged for intimate experiences.



Inside, RH elevates retail into a cultural experience. Furniture collections are presented like fine art, framed by dramatic architectural details, lush landscaping and spaces that feel more like a private residence than a showroom.



For Friedman, who transformed RH from near-bankruptcy into a multibillion-dollar design empire, the Paris debut represents both a business triumph and a personal milestone. “Necessity is the mother of invention,” he told guests. On this night, however, invention looked like pure indulgence. With its golden gates, marble halls and candlelit gardens, RH Paris redefines luxury retail on the Champs-Élysées, not simply as a store, but as a must-visit design destination in the heart of Paris.



Images Courtesy of RH