



BRAND STRATEGY, RETAIL | 25 SEPTEMBER 2025

CHAMPS ÉLYSÉES: RH (PREVIOUSLY RESTORATION HARDWARE) HAS OPENED ITS LIFESTYLE AND LUXURY FLAGSHIP STORE +

BY VICTOR GOSSELIN



The American brand specializing in high-end interior design has chosen the most beautiful avenue in the world to open its first French concept store. Spread over seven floors and nearly 3,900 m², RH Paris offers much more than just a place to buy new furniture: it is a source of inspiration and relaxation, with several refined dining options where you can enjoy beautiful and delicious food.

Is this a new concept designed to alleviate the much-discussed phenomenon of “luxury fatigue”?

While it is too early to predict its success, RH (previously Restoration Hardware), the Californian high-end home furnishings retailer, is making a remarkable debut in France, specifically in Paris.

After London (United Kingdom), Munich and Düsseldorf (Germany), Madrid (Spain), and Brussels (Belgium), RH has just opened its spectacular flagship concept store at 23 Avenue des Champs-Élysées. It has taken the place of its compatriot Abercrombie & Fitch, which left the premises five years ago.

The brand’s “Mona Lisa”

September 25, 2025

At the opening on September 5, the brand's CEO, Gary Friedman, went so far as to describe RH Paris as the brand's "Mona Lisa," its 'masterpiece' and "the most accomplished expression of" its "expertise."



© Courtesy of RH

However, this is not the first attempt by the Restoration Hardware (RH) brand.

Founded in 1979 in California by Stephen Gordon, who had identified a gap in the market while looking for ways to furnish and restore his Victorian home, RH has established itself as the leading American high-end furniture brand.

Highly prized by wealthy individuals and professionals alike (decorators, guest houses, galleries, etc.), it achieved sales of \$3.18 billion (€2.7 billion) in 2024, while its market capitalization was \$4.4 billion, according to RH management.

During New York Fashion Week, the RH Guesthouse, located in Manhattan's Meatpacking District, is one of the must-see destinations for fashion victims.

Many advantages

The fact remains that this first French RH has many advantages to attract not only future customers but also casual visitors.

First of all, there is its prestigious location, right next to the Rond-Point des Champs Elysées, at the corner of Avenue Montaigne, a hub for French luxury goods, and behind the Artcurial auction house and the Hôtel Dassault, headquarters of the eponymous family.

Then there are its dimensions: nearly 3,900 m² spread over seven floors.

Finally, its **approach, which is both lifestyle and artistic**, makes the place, according to the media (Fashion Network, FG.chic, Gault et Millau France, etc.), either “an immersive commercial space and a high-end showcase,” “a **hybrid model combining art, design, architecture and, above all, gastronomy**,” “a cathedral of design, (.../...) where furniture, artifacts, and works of art from around the world interact as in a living museum.”

In short, it is a concept that “redefines luxury by combining a design gallery, cultural spaces... and, above all, a particularly ambitious restaurant and bar offering.”

The spirit of The Great Gatsby x French elegance

With a successful blend of the lavish American spirit of The Great Gatsby and French elegance, RH Paris guarantees a welcome escape from the somewhat gloomy start to the new season, marked by economic uncertainty..

Everything has been designed to inspire a succession of wonders from the moment you enter this almost unreal place.



© Courtesy of RH

After passing through a majestic golden gate that opens onto a small “secret” garden adorned with sculpted trees, visitors walk through spectacular doors, 6 meters high and decorated with equally monumental bronze medallions.

The interior of the building is equally impressive, with a cast bronze caryatid from 1870 in the center of an atrium, probably the work of French artist Louis-Félix Chabau, known for his sculptures decorating the Palais Garnier Opera House, among other places.



© Courtesy of RH

Various wonders

In the same atrium, a central glass elevator and floating staircases with wrought iron railings allow visitors to discover the various wonders on display in the galleries on either side.

On the ground floor, a small architecture and design library allows visitors to discover rare works, such as those by masters of the genre such as Leonardo da Vinci, who needs no introduction, Baron Georges Eugène Haussmann, who was behind the transformation of modern Paris, and Marcus Vitruvius, the architect of the first century BC. The highlight is one of the modern prints, dating from 1521, of the latter's work: "De Architectura" (or "Ten Books on Architecture").



© Courtesy of RH

On the first, fifth, and sixth floors, visitors can stroll through rooms serving as galleries and showrooms, showcasing RH's collections of furniture, decorative objects, and accessories for living rooms, bedrooms, and bathrooms. It's a great place to find inspiration and possibly enhance or redecorate your own home or that of your clients, depending on your budget.

The more affluent can visit the RH Interior Design Studio, nestled at the entrance, in the heart of the secret garden. Covered in white onyx and illuminated by an installation by Alison Berger, it offers a private room where select clients can design their own custom projects.

An attractive dining offer

Without going into too much detail about the decor, the press has focused on the particularly attractive dining offer at this new destination.



© Courtesy of RH

Spread over three floors, it allows visitors who come for the **gastronomic offer** to discover the decor of RH Paris along the way. And vice versa...

On the **second floor**, Le Jardin RH is housed under a curved glass and steel structure inspired by the nearby Grand Palais. A restaurant and wine bar are bathed in light. The menu features American and Mediterranean classics.

Cocktails by Colin Field

On the third floor, the World of RH Bar & Lounge offers light snacks and a drinks menu created by bartender Colin Field, former head bartender at the Ritz and famous for his signature cocktails (such as the French, which combines gin, lemon, and champagne).



© Courtesy of RH

Finally, on the fourth floor, in the Le Petit RH restaurant with its rooftop terrace, guests can feast their eyes on either the 7,000 hand-blown glass polyhedrons decorating the ceiling or the 360° panorama of the Eiffel Tower, the Grand Palais, and the Louvre Museum.



© Courtesy of RH

Customers' palates will also be delighted by the many varieties of caviar (served on blinis, chips, or baked potatoes) and seafood (lobster, oysters, shrimp, king crab presented in an XXL tower, etc.) on the menu.

The appeal of the Champs-Élysées

The opening of RH Paris illustrates the renewed appeal of fashion and luxury on what is known as the most beautiful avenue in the world.

A recent study by commercial real estate consulting firm Newmark reports a vacancy rate of 3.5% on the Champs Elysées, boosted by the recent Paris 2024 Olympic Games.

And that's not all: in addition to RH Paris, we can soon expect the opening of jeweler **Tiffany (LVMH)** at 103-111 Avenue des Champs-Élysées, **Balenciaga (Kering)** at 125 Avenue des Champs-Élysées, and **Canada Goose** at 73 Avenue des Champs-Élysées.