



RH Paris: The design experience elevated to an art form by Gary Friedman

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On the world's most beautiful avenue, a new chapter in the history of luxury is taking shape. RH, the American house championing the art of living, has chosen Paris to unveil its most ambitious gallery to date. More than a showroom, it's a veritable showcase, an architectural showcase where furniture, art, and gastronomy come together to create a truly exceptional experience.



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An ode to architecture and heritage

The building, restored with the help of Foster + Partners, unfolds like an "architectural jewel," according to Gary Friedman, CEO of RH. Upon entering, visitors are greeted not by a classical façade, but by imposing gilded gates opening onto a hedge-lined driveway leading to a secret garden. Inside, the decor celebrates the great Vitruvian principles—balance, symmetry, proportion—with onyx floors, suspended staircases, and natural light enhanced by airy volumes.

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At the heart of the atrium sits a 19th-century statue, found during an antiques trip, which seems to interact with the contemporary elegance of the space. The architecture library, meanwhile, preserves rare editions, including a print of Vitruvius's *De Architectura* dating from 1521, as a silent manifesto of the project.



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When furniture becomes art

Each room in the gallery was designed as a stage. RH's creations, from sculptural tables to majestic lighting fixtures, intertwine with contemporary works by Karina Gentinetta, Vladimir Prodanovich, and Sara Bergman. Here, furniture is not merely utilitarian; it rises to the level of an art of living, capable of moving as much as a painting or a sculpture.



Gastronomy as an extension of the experience

The adventure doesn't stop at the eye. RH Paris has chosen to make gastronomy an extension of its universe. Le Jardin RH, located on the first floor, invites you to an elegant interlude. Higher up, on the fourth floor, Le Petit RH unfolds its cozy charm, with access to the rooftop. From there, the view opens onto the rooftops of Paris and the silhouette of the Eiffel Tower, transforming each glass of champagne into a suspended moment. The menu, designed with a French chef, subtly blends American and Mediterranean inspirations, refusing the facile option of a simple Parisian pastiche.



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A love letter to Paris

While RH has already conquered England, Belgium, Spain, and Germany, its arrival in Paris is a triumph. "It's our Mona Lisa," confides Gary Friedman, describing this gallery as the house's most accomplished work. More than an opening, it's a statement: RH isn't just opening a store; it's creating an immersive experience where architecture, design, and hospitality blend together in a single breath.

With RH Paris, the Champs-Élysées welcomes not only a new design player, but also a vision: that of experiential luxury, conceived as a total art. A contemporary love letter to the capital, which already promises to seduce Parisians as much as travelers from around the world.



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