

RH expands in Europe with the long-awaited opening in Paris

RH, the luxury home furnishings company formerly known as Restoration Hardware, has opened its highly anticipated "Mona Lisa" store in Paris, marking a milestone in its European expansion.



Located on the Champs-Élysées and designed by Foster + Partners, the store features 18-foot golden gates, a glass-framed design studio and a rooftop restaurant overlooking the Eiffel Tower. Its design draws on Vitruvian principles of balance, symmetry and proportion, underscoring RH's strategy of transforming grand buildings into curated lifestyle destinations.

Financially, RH continues to expand despite a weak US housing market. The company reported first-quarter 2025 revenues of \$814 million, up 11.97% year-on-year, bringing its trailing twelve-month revenue to \$3.27 billion.

Chairman and chief executive Gary Friedman, who rose from a stock boy at The Gap to lead RH, has overseen the firm's evolution from bankruptcy in 2001 to a leader in luxury interiors. He attributed its resilience to 'adaptation and innovation', citing strategic moves such as diversifying supply chains away from China and navigating tariff risks.

The Paris opening precedes further launches, including RH Mayfair in spring 2026 and RH Milan during Design Week the same year.

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