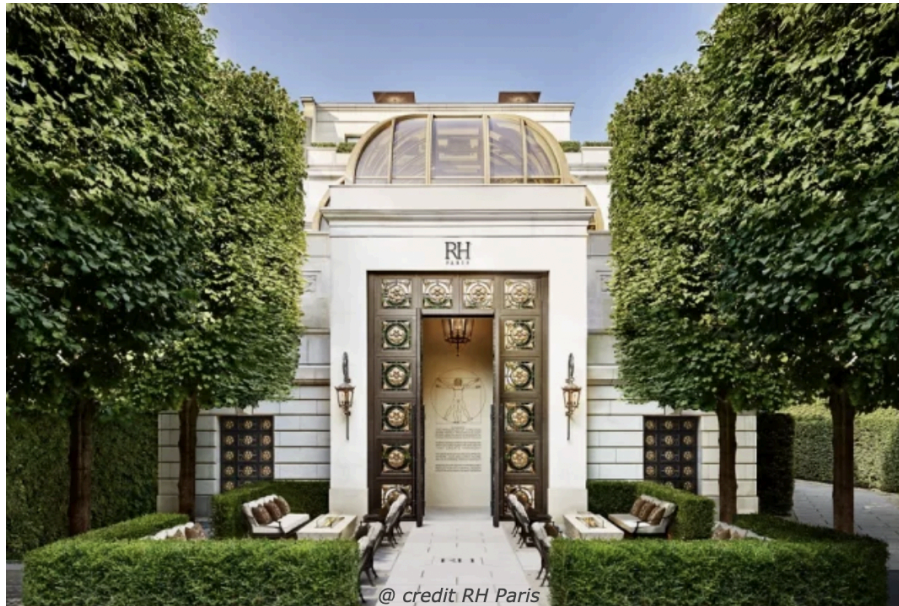


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## Design | RH opens on the Champs-Élysées: a "Gallery" that shakes up the codes of luxury and design

*After more than four years of silence, the grand gold-leafed gate at 23 Avenue des Champs-Élysées has reopened. Once a symbol of Abercrombie & Fitch's thunderous arrival in 2011, this iconic location now houses RH Paris, the first French gallery of the American brand Restoration Hardware.*



### A flagship project for the brand

Presented as the brand's " **most accomplished work** " by CEO Gary Friedman at the September 5 inauguration, [the Paris](#) opening represents a strategic turning point. " **HR 's biggest investment** ," he declared as he cut the ribbon, surrounded by partners and curious onlookers who came to rediscover this secret garden in the heart of the avenue.

### An immersive journey between art, architecture and design

Behind the monumental six-meter-high bronze doors, the visitor is immersed in a unique experience. The first step leads to a **library of architecture and design** , where a rare copy of Vitruvius's *De Architectura* (1521) sits. Further on, the central atrium reveals its **floating onyx staircases** , a **glass elevator** designed with Foster + Partners, and spaces bathed in natural light.

The transformed building offers a scenography where **high-end furniture, contemporary art, and antique pieces** interact. Among the works are a statue by sculptor Louis-Félix Chabaud and creations by contemporary artists such as Karina Gentinetta and Sara Bergman.

## Gastronomy and hospitality: an extension of the concept

RH Paris is not just about design. Two restaurants complete the experience: **Le Jardin RH**, on the ground floor, and **Le Petit RH**, on the fourth floor, opening onto a **rooftop with a view of the Eiffel Tower**. The menu, inspired by American and Mediterranean cuisine, illustrates the brand's strategy: to attract a broad clientele and reinforce the image of a **complete lifestyle**.

## An ambitious European expansion

Following RH England in 2023, Brussels, Madrid, and Germany, Paris represents a decisive step in the brand's expansion. London (spring 2026) and Milan (April 2026) are already on the roadmap.

## A risky but assumed bet

In a context marked by a tight real estate market, RH nevertheless shows solid growth (+12% in the first half of 2025). The expansion strategy through immersive experiences, combining **design, hospitality and art**, confirms the brand's desire to establish itself as a global player in luxury lifestyle.

With its location on the world's most famous avenue, RH aims to attract both Parisians and international visitors by transforming a former fashion showcase into a **temple of high-end design and hospitality**.

## In brief – RH Paris, an emblematic opening

- **Legendary address** : 23, avenue des Champs-Élysées, former Abercrombie & Fitch flagship.
- **A reopened portal** : after more than 4 years of closure, the large golden portal and the secret garden now welcome RH Paris.
- **Design & art immersion** : architecture library with a Vitruvius De *Architectura* (1521), monumental atrium, floating onyx staircases, glass elevator.
- **Integrated hospitality** : two restaurants – *Le Jardin RH* and *Le Petit RH* – including a rooftop with a view of the Eiffel Tower.
- **A flagship project** : “our most accomplished work,” according to Gary Friedman, CEO of RH.
- **European development** : after England, Brussels, Madrid and Germany, the brand is targeting London (2026) and Milan (2026).