

Restoration Hardware gets a makeover with a new space on the Champs-Élysées

Restoration Hardware (RH) is reinventing itself once again. The furniture specialist has set up shop on the Champs-Élysées with its new RH Paris project.



Gary Friedman, CEO of RH, with Catherine Deneuve, Theo James and Zoé Saldana - Photo Credit: Getty, Darren Geriah

The entire elite of Parisian society attended the opening of RH Paris at La Galerie des Champs-Élysées, a space that boasts three restaurants, a cocktail bar, and an elegant secret garden.

The Restoration Hardware brand was born in 1979 in California. Its founder, Stephen Gordon, was struggling to find quality accessories to restore his Victorian home. Renamed RH, it has become the leading American chain of high-end furniture, supplying galleries, guesthouses, and showrooms, among others.

The brand's RH Guesthouse, located in Manhattan's Meatpacking District, has become one of the most sought-after venues for the hottest fashion houses during New York Fashion Week. A similar fate likely awaits RH Paris, given its prime location: at 23 Avenue des Champs-Élysées, just around the corner from Avenue Montaigne, the ultra-luxury mecca of the French capital.



Godfrey Deemy (center), International Editor-in-Chief of Fashion Network, at the opening of RH Paris at the Galerie des Champs-Élysées - Photo Credit: BFA, Pierrick Rocher

September 9, 2025

The space, which previously housed a massive Abercrombie & Fitch flagship , sat vacant for five years until RH decided to transform it into an immersive retail space and high-end showcase.

A dozen violinists dressed as Greek goddesses serenaded guests, including Zoë Saldaña, Catherine Deneuve , Theo James, Ellen DeGeneres, and Portia de Rossi, who were greeted by RH CEO Gary Friedman.

Editors, influencers, and designers who made the trip enjoyed sushi and pastries from Cyril Lignac, caviar from Petrossian, cocktails from legendary bartender Colin Field, and Vesper martinis from Alessandro Palazzi of London's Duke's Bar, all accompanied by a set from DJ Milana in front of nearly 1,000 guests roaming the building's seven floors.



Renowned bartender Colin Field behind the bar at RH Paris, preparing signature cocktails at the opening - Photo Credit: BFA, Astra Marina

Customers once flocked to Restoration Hardware for antique doorjambs and handles. But RH Paris offers an architecture and design library, with rare books by founding masters like Vitruvius, Da Vinci, Palladio, De L'Orme, Blondel, and Haussmann.

At the center of the library is one of the first modern printings, circa 1521, of "De Architectura," also known as the "Ten Books on Architecture," by the first-century BC architect Marcus Vitruvius. In the center of the atrium, curious visitors can also admire a cast bronze caryatid, dating from 1870, attributed to the French sculptor Louis-Félix Chabaud, famous for his sculptures in the Louvre and the Palais Garnier opera house .

But the food is what really sets the experience apart: the menu blends American and Mediterranean classics under a spectacular curved structure of glass and steel in Le Jardin RH.

For a light snack, Le Petit RH is a haven with a ceiling adorned with more than 7,000 hand-blown glass polyhedrons. Romantic souls, meanwhile, can enjoy breathtaking views of the Eiffel Tower and the Grand Palais from the rooftop garden terrace.

And it's also possible to enjoy a drink at the World of RH Bar & Lounge, whose drinks menu is curated by renowned bartender Colin Field.

Will French consumers fall in love with RH Paris's aesthetic of brick and steel, club chairs, and dark oil paintings? That remains to be seen. But RH and its CEO Gary Friedman are to be commended for their boldness and confidence, aided by a substantial turnover of \$3.18 billion (€2.7 billion) in 2024.