



Inside an 18th-century Palladian mansion on a Thursday evening during a steamy London heatwave, Margot Robbie, Henry Cavill and Theo James toasted, rather curiously for those not in the know, the grand unveiling of a furniture store.

RH London is exactly what those who *are* in the know will expect from the brand's second UK-based store – and more. The building is totally transformed from its past life as London's flagship Abercrombie. No fumbling around in near-pitch black rooms, nor topless models leaning against the marble pillars out front. Instead, guests enter a peaceful pocket in Mayfair, where earth tones, soft scents and vibey music coax curious passersby through the grand entrance. Back in 2023, the American luxury furniture store celebrated its European debut with a glitzy launch party in its new English countryside locale and quickly became *the* destination for a certain Cotswolds-chic set. Three years later, the London opening is turning even more heads.



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For those yet to become acquainted with this particular brand, some context: RH is, for all intents and purposes, a luxury home furnishings shop. Over the years, however, and under the watchful eye of CEO Gary Friedman, it has transformed into a concept store of sorts. Part-interior design practice, trade service, furniture shop, high-end restaurant, wine bar, tea salon and gallery space... RH has become a one-stop shop for anyone who is already, or wants to be, anyone. It's a place to see and be seen, where the capital's glitterati dine in decadence, and days turn into evenings. Gwyneth Paltrow, Kendall Jenner, Matthew McConaughey and Ellen DeGeneres are just a few high-profile RH clients, and rumour has it both Beyoncé and Lady Gaga have been known to use the private access leading to RH New York's famously slick design services.



The tea salon at RH London Mark Seelen



The staircase at RH London, complete with gold leaf ceiling Mark Seelen

It feels fitting that the new London store is situated, then, opposite the Royal Academy of Arts, rubbing shoulders with Savile Row tailors. RH has long been a pilgrimage destination for both furniture lovers and those in search of a place that pairs excellent taste with forward-thinking innovation.



Rh London Gallery Mark Seelen

The property took three years to develop, stitching together four historic buildings in collaboration with sustainable architecture brand Foster + Partners. Immediately inside the porticoed entrance, guests encounter an architectural design library. Here, bookshelves are adorned with tomes and sculptures showcasing the artists who've inspired the world of RH throughout its history, and illustrations of Da Vinci's *Vitruvian Man* are sprawled across the wall as an homage to RH's ethos of symmetry and balance. To the right of the lobby lies a wine bar, and to the left, a tea salon, each offering a selection of world-renowned bottles and concoctions to sip before you shop, or while browsing the gallery.

Behind a Wonka-esque glass lift, whisking guests between the five floors, lies a cavernous restaurant. Hoping to become the chicest dining spot in all of Mayfair, this colonnaded space makes a thing of sleek espresso-hued booths, dark panelled walls and seriously impressive chandeliers dangling from oval skylights.

RH London restaurant

Dining underneath a hand-finished gold-leaf ceiling soaring eight metres overhead, with tiered chandeliers tinkling with hand-blown Venetian glass hanging from circular skylights, you'd be forgiven for forgetting what city, country or century you're in.

Merging influences from RH galleries all over the world, the menu is a curated affair of Italian, French, Greek and American classics, each with RH twists – avocado carpaccio with caviar inspired by the Paris kitchens, truffle risotto from the Milan launch, wagyu steak with a brown sugar crust from a personal recipe via CEO Friedman.



Venetian chandelier at RH London

The first and second floors are centred to the newest interiors collection. Estates – the third main aesthetic from the brand, following on from Modern and Interiors – is a focus on traditional craftsmanship and iconic design. The collection brings together influential names and designs from across the industry, including Michael Taylor, Dennis & Leen, Formations and Joseph Jeup, all being showcased together for the first time. Other floors span existing collections of Modern, Interiors, and Outdoor, all paired with rare art and curated antiques sourced from a dedicated RH team.



The Perch Restaurant at RH London Mark Seelen

One of the most indulgent floors features RH World, a space dedicated to the RH galleries around the world. Designed by Anoushka Hempel, this floor is an immersive space centred around a floating 360-degree hologram of RH properties, designed by the same expert team that curated ABBA Voyage. Here, you'll find The Perch Bar and Restaurant, a rooftop area where guests can dine in the sun or cosy up in private glass domes.

Naturally, for many of RH customers, privacy is key. One side of the building is dedicated to RH Design – a concept which now makes up almost 50 per cent of the business today. Clients looking for bespoke services can enter via a private entrance and meet in presentation rooms complete with vast antique tables, marble fireplaces and dangling chandeliers without anyone grabbing so much as a sneaky video.

However discreet; however exclusive, RH London – the second UK and eighth European outpost in just three years – certainly proves that the interiors brand isn't slowing down any time soon.