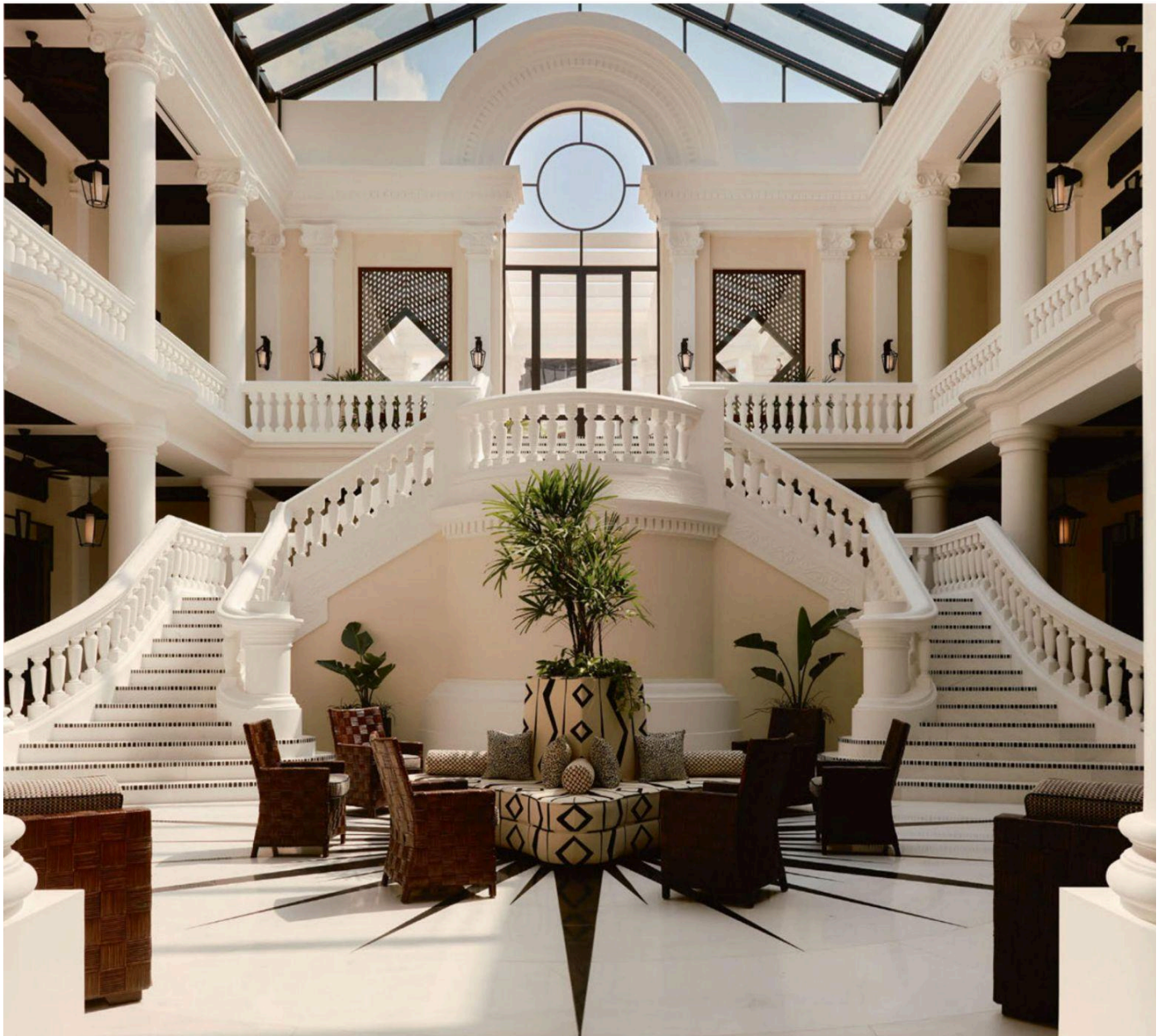
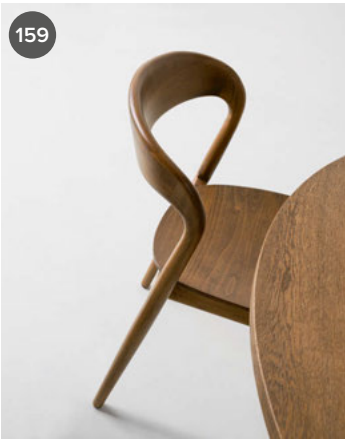


# SLEEPER





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## RH London The Gallery in Mayfair

RH opens its second UK Gallery in London, combining refined interiors with the launch of a new product concept.

Words: Hannah Wintle • Photography: Courtesy of RH

On its home turf in the US, RH is approaching the status of a household name, yet until recently the brand was relatively unknown in Europe. That changed with the opening of RH England at Aynho Park in 2023. Visitors were invited to explore a curated world of history, design, food and wine in a historic mansion amidst the rolling hills and patchwork fields of the British countryside.

Since then, expansion across Europe has continued apace, with new galleries in Madrid, Munich, Paris and Milan. Launch parties have made a great impact, in which guests from the worlds of art, architecture, fashion and design rub shoulders with A-list celebrities and well-heeled clientele.

In each city, the invitations have been issued as a beautifully curated short film, accompanied by a paean to the location penned by RH Chairman and CEO Gary Friedman. "You're a culture of romantics, revolutionaries and rogues. You've inspired us to keep calm and carry on," he wrote in his reverential address to the British capital. "In London, the measure is legacy. This we know and have built accordingly."

London has always been a linchpin of RH's strategy to expand internationally, and now they have landed in the heart of Mayfair with a gallery spread across the floors of Uxbridge House, a landmark 18<sup>th</sup>-century Palladian mansion.



In the Treasury Restaurant, champagne-lacquered Roman columns support a coffered ceiling illuminated by handblown Venetian glass chandeliers



Originally designed in 1721 by famed Italian architect Giacomo Leoni, the architectural masterpiece represents centuries of cultural heritage. Today, it has been restored and reimagined by Friedman in collaboration with Foster + Partners. An elegant juxtaposition of past and present, striking modern interventions within the historic fabric create an intuitive flow that honours the original architect in a new, contemporary context. The resulting 5,000m<sup>2</sup> destination unfurls over five levels, integrating luxury home furnishing collections and elevated dining offerings with rare art, antiques and artefacts from around the world.

On the ground floor, The Architecture & Design Library sets the tone with its monolithic museum plinths and herringbone floors crafted from European white oak. Within, visitors can explore a carefully curated collection of rare books from classicism's foundational thinkers – each immortalised with a corresponding bust.

Beyond the library, a new transparent scenic lift – custom designed by Foster + Partners – creates a dramatic focal point with its curvilinear shaft of glass and champagne gold-finished steel. In what was previously the banking hall, the Treasury Restaurant features champagne-lacquered Roman columns that soar nearly eight meters overhead to support a coffered ceiling hand-finished in gold leaf. Creating a dynamic play on light, tiered chandeliers of handblown Venetian glass are suspended from mirrored circular skylights, their reflections captured by walls enveloped in high-gloss, panelled oak.

To the south and east, an enfilade of rooms unveils RH Estates – the most significant product transformation in the history of the brand. This fully integrated assortment of luxury furnishings, lighting and décor spans nearly every facet of the home, bringing together the most influential voices and ideas in design. RH Estates also includes the introduction of RH Bespoke Furniture and RH Couture Upholster, in homage to authenticity and old-world craftsmanship.

The RH Interior Design Studio, meanwhile, spans three levels and comprises private client presentation rooms and creative studios, each boasting state-of-the-art technology and design libraries showcasing a vast selection of finishes.

The entire first floor – accessed via Leoni's original

grand stair, with its cantilevered limestone steps and ornate ironwork – displays additional RH collections. Here, a progression of western state rooms feature elaborately decorated ceilings by 18<sup>th</sup>-century master plasterer Joseph Rose, while sweeping aerial views of the banking hall can be observed to the east.

On the second floor, Anouska Hempel has designed a series of spaces including The Perch, where a canopy of smoked glass takes the form of an antique aviary, while walls of blackened églomisé and a bar of pure Absoluta Nero are punctuated by bronze windows brushed with silver leaf. On the terrace, the adjoining restaurant is inspired by lush gardens, with grand glass birdcages emerging from a landscape of sculpted laurel trees and pleached hedging.

On the opposite side, a stone-lined portal marks the entrance to World of RH Lounge, where a 360° hologram floats within a case of églomisé, bronze and fluted mirror. The three-dimensional display features life-like images of the storied places that define the RH brand while projecting a vertical beam of light to reveal a ceiling inlaid with rays of golden bronze. Visitors can also explore the adjacent galleries, which showcase artistic installations of RH Interiors collections by internationally renowned designers.

Reimagined as a sheltered garden oasis, level three sits beneath a ridged skylight that spans the entire length of the mansion, its triangular glass panels set within a custom-built framework of diagonally intersecting beams of European white oak. Here, a series of intimate RH Outdoor lounge spaces are defined by a layered composition of pleached London plane trees, sculptural evergreens, French limestone fountains and focal-point fireplaces.

Finally, on the lower level, RH Modern pays tribute to 20<sup>th</sup>-century modernism, featuring new works by acclaimed designers and exclusive reissues of some of the most sought-after pieces of the past.

The new Gallery opening bookends a period of rapid acceleration for RH, from its first foray into the quiet English countryside to the bright lights of London. With it, the UK debut of RH Estates signifies the brand's enduring ambition to evolve and grow, and to expand its reach beyond Gallery doors and into luxury interiors around the world.