

TOWN&COUNTRY

No One Throws a House Party Like RH

Margot Robbie, Theo James, and Henry Cavill were among the A-listers who came out to celebrate the opening of RH London.

BY [LEENA KIM](#) PUBLISHED: JUN 29, 2026



The trifecta is complete. If you thought it wasn't that long ago that RH celebrated its splashy A-listers-filled flagship openings [in Milan](#) and [Paris](#), you would not be wrong. Now London already joins the portfolio.

This was part of the plan all along. For CEO Gary Friedman, establishing a foothold in each of these European markets is essential to “climbing the luxury mountain,” as he calls it. “The higher you climb, the air gets thin, and the odds become slim. We believe the work we are about to unveil is akin to taking those difficult last steps and gasping for those vital breaths.”

A starry VIP list also helps infuse a little oxygen into such rarefied air. Last Thursday, the likes of Margot Robbie, Theo James, Naomie Harris, Poppy Delevingne, Hayley Atwell, and Henry Cavill, as well as a number of British CBEs and OBEs, were among the guests invited to be the first to experience [RH London](#).

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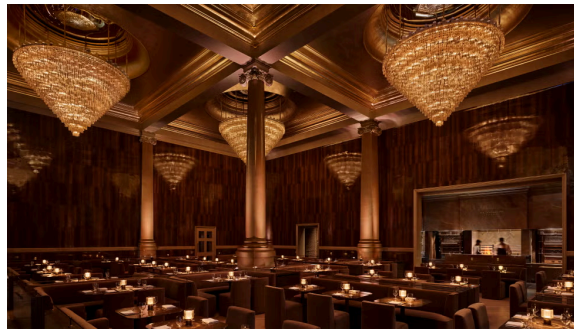
“I have followed RH’s evolution for years and have always admired how they’ve expanded beyond furniture into something much more immersive,” Robbie tells T&C. “They seem to have a real commitment to creating environments, not just products. Whether it’s a gallery, a hotel, a restaurant, or a home, there’s a consistency of vision that feels complete.”



DAVE BENETT

Margot Robbie at RH London's VIP opening.

Set in a 1723 English Palladian mansion in Mayfair—it was the residence of the 1st Marquess of Anglesey before becoming a branch of the Bank of England—the five-level gallery was modernized by Foster + Partners. You can expect the usual luxuries of an RH Gallery: the grand, ornate staircases and glass elevators, the library filled with the rarest tomes, the seafood towers and lobster rolls. But with a dash of British flair, of course. Take the signature Dining Room, with its dark oak paneling evoking the hushed elegance of a London members’ club. Or the Perch on the rooftop, which has been given a whimsical spin by Anouska Hempel.



Then there are the classically American extravagances for which RH is known, like, for instance, the iconic Cloud sofa. It's Robbie's favorite: "Aptly named, it is the comfiest couch I've ever snuggled up on in my life," she says. If you're in London this summer go in and see for yourself. And luxuriate in that other most American of things: excellent air conditioning.