

# domus

## Everyone passes by this Milan palace, but no one has entered in years: now it becomes a massive design store

For Design Week, RH transforms one of the most invisible buildings on Corso Venezia into a design gallery: a building that everyone recognizes, even without knowing it.



The catalog of RH, an American luxury design brand, includes all elements of the domestic scene: furniture, of course, but also lamps, textiles, decorative objects, and works of art. The key is to sell a lifestyle and an idea of space more than a product, and so even their stores are not simply outlets but "galleries": immense spaces that occupy several floors of fine buildings in the centers of major cities and in which, in addition to the immaculately curated environments, there are restaurants and other hospitality-related services, always under the banner of luxury.

The next of these galleries will open in Milan during the [Design Week](#), marking the arrival of the brand's first Italian gallery, in an exceptional location: a palace in front of which all Milanese pass by all the time, but which no one has entered in a long time. The Palazzo del Principe di Piombino is the last building on Corso Venezia before the Bastioni, as well as a jewel of neoclassical architecture that, after having been home to various activities-including a tavern and a theater-was purchased in 1871 by this Prince, who made it his Milanese residence. In recent years, its facades have become a medium for major advertising campaigns, especially in the fashion world-a familiar sight for anyone who has passed through here even once.



Interior of an RH store. Courtesy RH

*April 9, 2026*

The location, historical and architectural value thus represent great strengths, making this space the ideal showcase for a brand like RH. The company opened an office last year in the elegant setting of the Champs-Élysées and is no less impressive in its U.S. locations, where these veritable cathedrals of luxury occupy spectacular buildings: the Indianapolis headquarters, for example, sits on a 61-plus acre estate that includes a Palladian-style mansion. In these exceptional locations, the product gives way to an overall experience.

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Few details have yet been unveiled about the Milan location, but looking at the other RH galleries scattered around the world, one can imagine a space that is spacious and refined in detail, where hints of classical elements provide a scenic backdrop for the brand's polished marbles, velvets, and burlwood furniture.



**Interior of the RH store in Paris. Courtesy RH**

From a design perspective, RH builds a language consistent with the brand's positioning: large-scale furnishings, fine materials, and a strong focus on the dramatic impact of interiors. The result is a recognizable aesthetic geared toward building immersive, continuous environments rather than isolated objects.

The reference to the European architectural tradition, present in the brand narrative, is also translated into a visual grammar made up of proportions, symmetries and classical references, reinterpreted in a contemporary key and adapted to an experiential retail system.

However, to rediscover a Milanese address that has been restored and reopened for this occasion, the opening of the RH gallery is a rare occasion.