

## RH | The Gallery: *Contemporary (American) Living Comes to Milan*



Go big or go home! The new Milanese flagship of Californian furniture giant RH opens with a Hollywood-style party. A 19th-century, free-standing building that transcends exhibition space to become a stylistic universe to touch, drink, and eat.

Milan, the capital of design. We read it everywhere, we repeat it often. But beyond the definition, there's a concrete reality: Milan is the city that channels the leading brands in furniture, design, and decoration. And above all, it is a creative system that catalyzes talent and leaves room for growth. [Milan Design Week](#) is the most evident manifestation of this, with its thousand and more events that in a week transform the city into a magnet for the international public, both professionals and amateurs. **It is here that Milan consolidates its role as a global design platform.**

This is the backdrop for a long-awaited event: **RH, the American furniture giant, has chosen Milan Fashion Week to inaugurate its monumental new flagship store.** RH | The Gallery opened on April 21, 2026, on Corso Venezia with a spectacular event (they even had to close the street to traffic) featuring Hollywood stars, companies, international designers, and rivers of champagne. In true American style, the brand announced its arrival in the city with a bold gesture, following its European opening on the Champs-Élysées in Paris. But Milan remains an essential destination for those seeking to engage with the world of high-end design. This opening is therefore, first and foremost, a celebration of the city and its design power: a clear recognition of its centrality on the international scene.

RH | The Gallery has even chosen a historic location in Milan to showcase its work. A **19th-century palazzo** featuring rich architectural decorations inspired by the Italian Renaissance, located at the end of Corso Venezia. **The building was constructed in 1880 by Giorgio Pellini, the celebrated architect of the Galleria Vittorio Emanuele II, and originally housed Milan's elite, including the writer Giovanni Verga.** Following a lengthy restoration, the palazzo now houses RH's new Milanese home, spanning seven levels and over 7,000 square meters.

Equally distinctive is the **format** the American brand adopts, aligning itself with major fashion and luxury brands. Namely, "creating an experience." In recent years, stores are no longer (just) places to purchase a product, but have become narrative spaces that tell a story (that of the brand and its values) and offer a broader, "immersive" experience, to use a term much in vogue today. The focus is no longer on the object itself, but on how the brand draws you into its universe, leaving you with something that goes beyond the purchase and, ideally, invites you to return. And fashion, as is often the case, leads the way.

“ *The point is no longer the object itself, but the way the brand manages to draw you into its universe, leaving you with something that goes beyond the purchase and which, ideally, invites you to return.* ”

Tiffany's new New York store, reopening in 2023, feels almost like a museum: artworks and sculptures connect its 10 floors—from Jean-Michel Basquiat to Damien Hirst, Michelangelo Pistoletto, Anish Kapoor, Jeff Koons, and many more. Adding to the magic, an entire floor pays homage to Audrey Hepburn, a journey into the past alongside the brand's cinematic icon. All the way to the Blue Box Café by Michelin-starred chef Daniel Boulud, a convivial corner topped with Tiffany blue boxes. This concept was also echoed in the redesign of the Milan store (which reopened last year), also conceived as an art gallery with works by artists such as Pablo Picasso, Urs Fischer, Daniel Arsham, and Anish Kapoor, among many others. Similarly, the Louis Vuitton boutique in Milan is expanding its scope after reopening last April: alongside the fashion collections, it's adding an entire floor dedicated to the home collection, and completing the experience with the Da Vittorio Café Louis Vuitton, in collaboration with the three-starred restaurant, a place to stop and soak up the atmosphere, overlooking Via Monte Napoleone. And the brand new **RH flagship store in Milan** perfectly represents this trend: traditional showrooms are transformed into spaces open to the city and its residents, like hybrid venues of culture and hospitality.

Passing through **imposing four-meter-high bronze and glass doors**, RH | The Gallery opens onto the **Library of Architecture and Design** on the main floor, featuring a selection of rare and contemporary volumes dedicated to great Italian thinkers—from Vitruvius to Leonardo da Vinci, from Palladio to Brunelleschi, all the way to Ponti and Scarpa—with busts and sculptures representing them. From here, a landscaped courtyard leads to a **private garden in the heart of Milan**, inspired by Italian Renaissance gardens. On the lower level, **La Volta restaurant** is complemented by a dramatic work by Italian sculptor Fabio Viale, including Cupid and Psyche, suspended above a circular fountain. On the fifth floor (passing the levels dedicated to the brand's various collections), the **RH Bar & Lounge overlooks the city** from a special vantage point, illuminated by Murano glass chandeliers.



Gary Friedman, Chairman and CEO of RH, hosted Brunello Cucinelli, Eleonora Abbagnato, Gian Luca Pizzi di Preposcolo, Zoe Saldana, Margot Robbie, Martina Mondadori, Patrizio Piretti, Sandro Bertoldi, Piero Lisca, Roberto Bolle and Stefano Boeri.