

TOWN&COUNTRY

Inside the New RH Milan

The brand debuted its latest temple to design, art, and hospitality during Salone del Mobile.

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COURTESY OF RESTORATION HARDWARE

There was a time when Salone del Mobile was a fairly quaint affair. Design editors, decorators, and industry types would gather in Milan to talk about the future of art and interiors. Not so anymore. In recent years, the annual design fair has transformed into a veritable see-and-be-seen extravaganza. Few events have exemplified that shift quite like the grand opening of RH Milan, the brand's newest location on Corso Venezia.

On April 22, an A-list crowd—including the likes of Margot Robbie, Zoe Saldaña, and Aerin Lauder—christened the space with a party in La Volta, the lower-level restaurant, which RH describes as an “underground stone-walled cavern.” They mingled around the striking sculptural fountain—titled “Amore e Pische” by the Italian sculptor Fabio Viale, known for his updated takes on ancient sculpture—in the center of the tree-filled dining area, nibbling on samplings of the restaurant’s menu ([Milanese classics, like veal and pappardelle](#), alongside American imports like lobster rolls and Chinese chicken salad).



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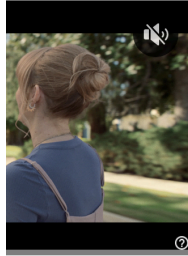
One of the brand's signature Jennifer sofas is displayed alongside art and a sculptural lighting fixture.

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But that's just one small stop on the tour. "RH Milan is our masterpiece," CEO Gary Friedman tells *T&C*. "This is about a lot more to us than selling furniture." It is a seven-story wonderland for the design-obsessed. On the ground floor, the lobby holds a library of architectural history books—including a copy of the first illustrated edition of Vitruvius's *De Architectura* (circa 1511). There's also a garden courtyard. The mezzanine floor is taken up by RH Estates, a new line inspired by grand architectural features and showcased alongside original pieces from Michael Taylor, the designer behind the brand's iconic California Look. Upper levels are a mix of artistic installations (Italian and American), consultation spaces, and new and antique furniture. The top floor has the World of RH Lounge and Bar, which has panoramic views of the city.

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It is all housed in the Palazzo del Principe di Piombino, a 19th-century neoclassical landmark nestled on a quieter end of Corso Venezia, where neighbors include a planetarium, small house museums, and a garden. RH partnered with the building's owner beginning in 2022, and expanded it into the kind of experiential space Friedman has been advocating at RH flagships in recent years. "There is a need for inspiring physical experiences that get us off our one dimensional devices," he says. "RH Milan is a multi-dimensional experience that activates all of our senses, an experience that can't be replicated or experienced online."



COURTESY OF RH

The menu at RH Milan's La Volta restaurant takes inspiration from CEO Gary Friedman's mother Angelina Ascari's Italian heritage, blending Milanese and American favorites. The space's design features olive trees, Murano glass sconces, and neoclassical sculpture.

This is what the company does best, after all: sell a lifestyle. When RH officially began expanding into the British and European markets in 2023—with the opening of RH England—a house code that was once exclusively quintessentially Californian has evolved **to adapt to each city** (an aim neatly reflected in the menu at La Volta). In Milan, that also means an emphasis on the ancients and their architectural innovation. But of course all RH flagships are bound by a common MO: to create a sumptuous refuge you just never want to leave. That this one happens to be in a historic palazzo makes it even better.