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RSVP



Revelers at the entrance to RH West Hollywood.

Actor Chord Overstreet.

Model Molly Sims.



Larkin Poe performing.



Actresses Camilla Belle and January Jones.



A room vignette.

## STAR ATTRACTION

*When Restoration Hardware launches its West Hollywood flagship, creative forces align to celebrate*

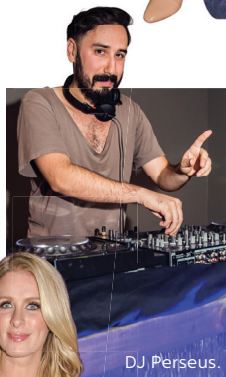
Gary Friedman must have a guardian angel. On an evening in late October, the CEO of Restoration Hardware hosted more than 1,600 guests for the opening of the three-story RH West Hollywood, just 48 hours after gaining a certificate of occupancy. "We made the impossible possible," he said, greeting celebrities such as *Mad Men* star January Jones, music mogul Tommy Mottola, and socialites Nicky and Paris Hilton. "Efforts like this define who we are," he added. "We're not just selling furniture—we're selling a feeling."

As waiters passed hors d'oeuvres from Thomas Keller's Bouchon, guests lounged on sofas and, occasionally, on beds in the store's room vignettes. "This is grown-up interior design meets rock and roll," observed designer Jeffrey Alan Marks between sets by sister duo Larkin Poe and singer-songwriter Edei, both on the RH Music label. "It's hard to shop at a party, but I've got my eye on some things," said Jones. "I have a home with so much RH in it I could do an ad for them."

The rooftop garden, designed to emulate the Jardin des Tuileries in Paris, was the hit of the evening. "When I saw them bringing 18 olive trees to the roof by crane, I said, sure, I'll hang out there," said designer Joe Lucas. Meanwhile, Friedman pointed proudly to a 10-foot-tall reproduction of the Hellenistic sculpture *Winged Victory of Samothrace*, which he found at a Paris flea market and had installed near the roof's edge. "I was going to put it in another store," he admitted, "but then it hit me: Shouldn't there be an angel presiding over the City of Angels?" **DAVID A. KEEPS**



Gary Friedman and Nicky Hilton.



DJ Perseus.



Jeffrey Alan Marks.

Edei.



Tommy Mottola.

The rooftop garden.