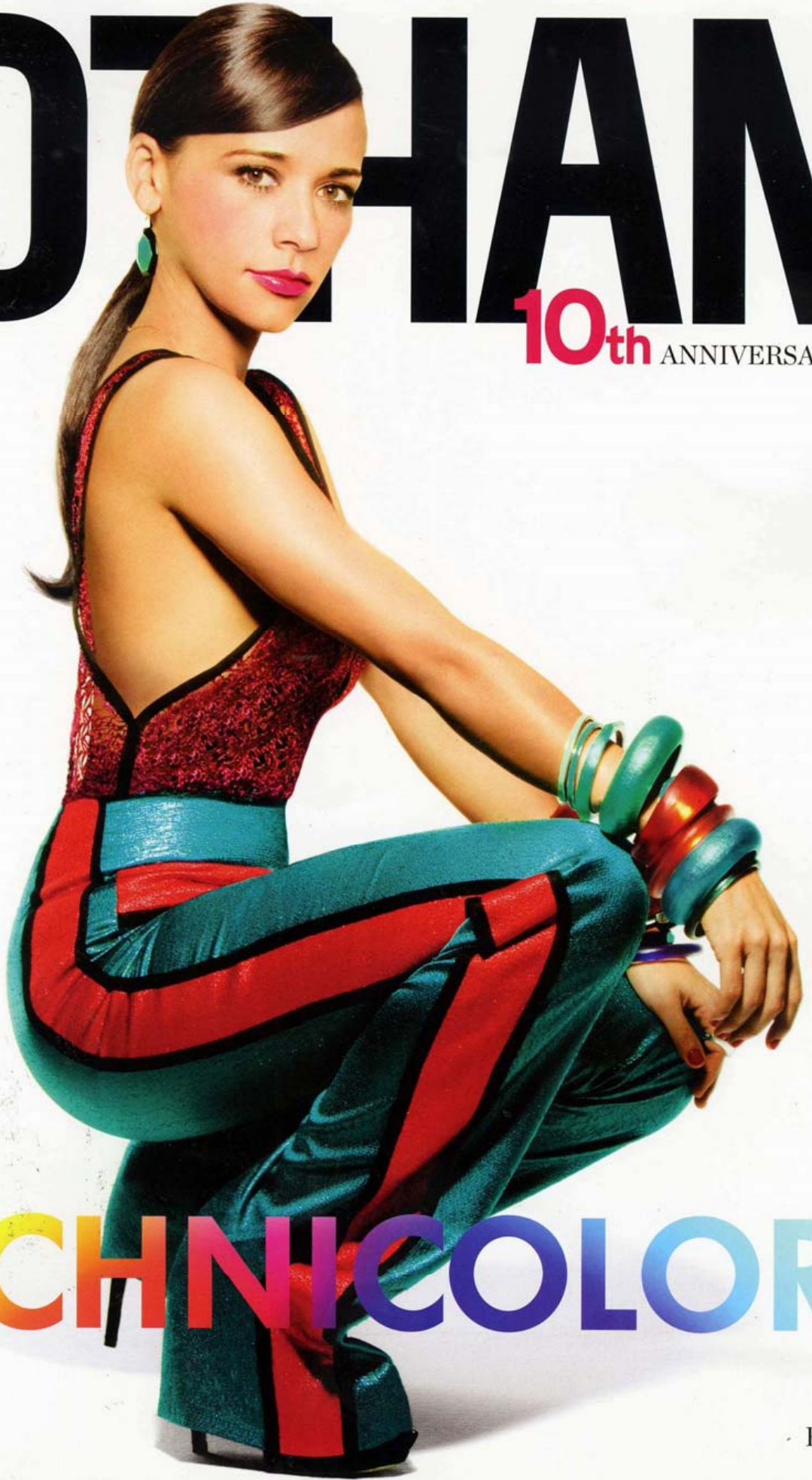


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RASHIDA JONES

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ESTATE OF MIND INTERIOR DIALOGUE

Restoration Nation

Restoration Hardware has replaced its trademark nostalgia with a worldly vision of contemporary design.
by Andrew C. Stone

IF YOU'RE LOOKING to smarten up your sanctuary, you'd be wise to start at Restoration Hardware. No longer a predictable purveyor of nostalgic pieces and retro flourishes, the company has evolved into an innovative, globally influenced leader in the home furnishings category. Since his arrival in 2001, chairman and co-CEO Gary Friedman—a self-taught retail wunderkind who found decades of success at Williams-Sonoma and Pottery Barn—has been strategically repositioning the brand.



Gary Friedman

Friedman is passionately committed to providing great design for quality-conscious customers, and he travels the globe with a carefully culled team to find inspiration. "First and foremost, we're curators," he insists. "We travel and find items or ideas that we can put into a fresh context. Second, we're editors. We don't take everybody's idea.... In fact, of all the artisans we work with, we don't buy more than one percent of anything anyone shows us. And of all the antique shops and flea markets, we buy way less than one percent of what we see. Third, we're developers. We might find a trunk or two we like, then develop them into a larger collection."

One look at their new bespoke collections, website, direct mail catalog and 100-plus retail locations will show that Friedman and his team are hitting it out of the park. The stores have been reconceptualized into high-concept design



Restoration Hardware's Flatiron store



Aviator Wing desk



Fulham leather collection

showrooms, and the logo has been updated for the new aesthetic. "We're also opening some great new stores," Friedman enthuses about the brand's upcoming locations, including one in a historic 1920s bank building on Main Street in East Hampton. "Most importantly, the products don't look like anything we've done. What's coming down the pipeline will show an even greater evolution." 935 Broadway, 212-260-9479; restorationhardware.com