The Populist Radical Right (PRR) is the fastest growing party family in western Europe today. The PRR has seen sustained electoral success in major countries in Europe. The main purpose of this paper is to examine what has made the PRR successful in modern Europe. The Paper takes a supply-side focus on the success of the PRR. This paper will examine the countries of Sweden, France, and Austria and the PRR parties respective to each country to create a new model of success for the PRR in Europe. I found several reasons for failure of the PRR such as poor party organization, and leadership instability. However, I focused on the success of the PRR identifying policy positions, organization elements, and rhetorical reasons for the success of the PRR. The paper argues that while the Front National of France was seen as the “master frame” for the PRR, the Sweden Democrats provide the new model for success for the PRR.