

River Island launches raft of cost-of-living initiatives for staff

What is it?

River Island is introducing a raft of initiatives to support staff during the cost-of-living crisis.

Store staff will be provided with care packages containing food basics and personal items that can be shared at home.

In November and January, River Island's staff will receive an 'Islander Support Payment'.

A dedicated River Island Financial Support Fund will award non-repayable grants to staff members experiencing financial difficulties.

Why does this matter?

River Island joins a growing number of retailers demonstrating kind leadership, providing support to staff during a tumultuous economic period.

Strategic Implications:

Employers that provide help and reassurance will gain employee loyalty and retain talent.

STEPIC drivers / Winning Strategies:

Power in purpose
Taking responsibility



RIVER ISLAND

"I have never known a time when the cost of living has risen so dramatically so quickly and caused so much distress."

"We are committed to helping all of you who make this business what it is."

**River Island founder,
Bernard Lewis**

