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## Burberry ups UK living wage rates 6 months ahead of deadline

October 19, 2022



After almost five years, Riccardo Tisci decided to step down as chief creative officer and leave Burberry at the end of September. His spring/summer 2023 collection, presented in late September, was his last for Burberry. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

British fashion brand Burberry has brought forward by six months the new real Living Wage pay rates in the United Kingdom as defined by the Living Wage Foundation in a move to support its employee base this winter.

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The decision, effective Oct. 1, was taken due to the rising cost of living for Britons. The Living Wage Foundation has set a deadline of May 14, 2023 for accredited employers, but Burberry implemented the wage hike ahead of time as the U.K., along with the rest of Europe, suffers from higher energy costs and rising inflation due to the Russia-Ukraine war.

"At Burberry, our priority is our people," said Burberry CEO Jonathan Akeroyd in a statement. "We're proud to implement the U.K. real Living Wage early and hope that this, coupled with the policies and wellbeing programs we already have in place, will help to alleviate some of the challenges our colleagues are facing."

**Burberry** has been a U.K. real Living Wage employer since 2016.

Will pay off

The wage hike comes soon after Burberry hired former Bottega Veneta creative director Daniel Lee to succeed Riccardo Tisci as chief creative officer, starting Oct. 3.

"We are delighted that Burberry is implementing the new real Living Wage rates with immediate effect," said Katherine Chapman, director of the Living Wage Foundation, in a statement.

"Burberry is a long-time supporter and champion of the real Living Wage movement and today's announcement will make a massive difference," she said.

"Burberry is one of 11,000 Living Wage employers across the U.K. who are committed to always doing right by their employees by paying a wage based on the real cost of living."

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