

Case study | Retail

River Island



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Nobody can do what Securitas does when it comes to temporary and emergency cover

Michelle Douglas,
National Safety and Loss Manager



Securitas have provided security solutions for temporary and project work at over 90 River Island stores across the UK and Ireland since 2008. Working together to ensure customers experience a safe shopping environment.

The challenge

In 2013, River Island launched a new clothing range designed by the worldwide star, Rihanna. Securitas were asked by River Island to provide the additional security requirements for these events. The events were set to take place over two days, with additional security support required at each store across the country.

Securitas worked closely with River Island to establish the levels of additional support required. The Retail Team provided trained officers through the local branches.

Launch Events

The main launch was held at the Oxford Street store, where Rihanna made a personal appearance. 8 highly trained retail officers managed and assisted in the control of those who came to see the star.

The following day saw the launch of the new range in River Island stores across the country. Securitas deployed 225 officers to 87 stores. Assisted by the local Retail Branch Managers, officers and managers worked together with each store to ensure a safe and memorable shopping environment for their customers.

Results

The launch event was a complete success, highlighting the great relationship shared between Securitas and River Island.

Michelle Douglas, National Safety and Loss Manager was delighted with the outcome, "Considering Securitas deployed over 200 officers, I think it was a great success and there is no question that Securitas will get the next project we do".

