

PRETTYLITTLETHING

PrettyLittleThing CEO reveals the businesses he is donating his entire March salary to during Corona Crisis

PrettyLittleThing CEO, Umar Kamani announced in an Instagram Live that we would be donating his March salary to a number of small businesses who were struggling throughout the Covid-19 crisis.

Umar, who regularly hosts a social initiative 'PrettyLittleWishes' on Twitter, is no stranger to connecting with his millions of customers and followers around the globe and has previously given away cars, holidays and cash prizes.

In the statement, Umar said;

I want to start off by saying, I am speaking to you all today, as Umar Kamani, not Umar Kamani the CEO of PrettyLittleThing. It is important for me, as a human being, to recognise the current situation we find ourselves in and remind you all that I was once a small business owner who faced my own struggles and now, it is really important for me to help where I can whether that be through a donation or mentoring small businesses as they navigate through this extremely difficult time. I do understand the pressures of running a small business - times were extremely difficult for me in the beginning of my journey but it is important for you all to remain positive - we will all get through this together.

I am extremely proud of the business that I have built with my amazing team and with the support and loyalty of our millions of customers and I want to do my little bit to show support to other businesses that are really struggling through no fault of their own. I would ask all businesses no matter how big or small to rally together and support each other through this time of need. It is so important now more than ever, I offer my support where I can. So, to start with I am going to donate my salary in March to small businesses who need a bit of help to get through. I recognise the importance of coming together at this time and helping other businesses. It's really important for me to spread some kindness throughout this time so I am asking all of you tuning in right now to tag any small businesses on my latest Instagram post who may need a helping hand in these difficult times and my team and I will work through all the requests you make to select the businesses I think I can help most. I know this isn't going to change the world, I just wanted to do something good in these desperate times and make a little difference where I can.

Some of the businesses Umar has donated to include;

[Leigh Nurseries](#) – a children's nursery based in the North East of England which is independently owned and staying open throughout the crisis to take care of children of key workers whilst they go to work on the frontline to fight the spread of Covid-19

[Sweet Talk Digital](#) – a digital Marketing agency set up by two young girls in Glasgow, Rachael Griffin and Sophia Moghul whose dream is to continue expanding and supporting other businesses with social media management, content creation and digital Marketing strategies. Sweet talk said;

"We want to express our complete and utter gratitude to Umar and the PLT team, this is such a powerful and kind gesture. We are honestly over the moon, it means the world to us and will allow us to continue building on our dream. There was a lot of squeals of excitement and tears this morning with this lovely news

We have admired Mr Kamani, the brand that he has built and how far he has come in his own journey. He is one of our business inspirations. Thank you for allowing us to chase those dreams. We can't express enough love and gratitude"

[Trekstock](#) – a UK charity who help young people who have been diagnosed with cancer

[Derian House](#) – a hospice helping children and young people, whose lives have been cut short, to make happy memories in an environment of fun, respect and high-quality care

David Robinson, Chief Executive of Derian House Children's Hospice, said: *"Thank you so much for this very generous donation, which will help us continue to care for more than 400 children with life-limiting illnesses from across the North West. The coronavirus outbreak has been devastating for our fundraising activity, with events having to be cancelled and our shops forced to close – so this donation has been a very welcome boost"*

[Nunude Official](#) – a lingerie brand driving diversity and inclusion within the fashion industry for every shade and shape

Following the donations Umar said;

"It means so much to me being able to support these incredible small businesses throughout what is no doubt an extremely difficult time for everyone. I was truly overwhelmed by the responses to my Instagram live and starting off as a small business myself, I understand the importance of being in a position where I can help others. I wish all these businesses the best of luck for the future and I know together we will get through this and come back stronger than ever"

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