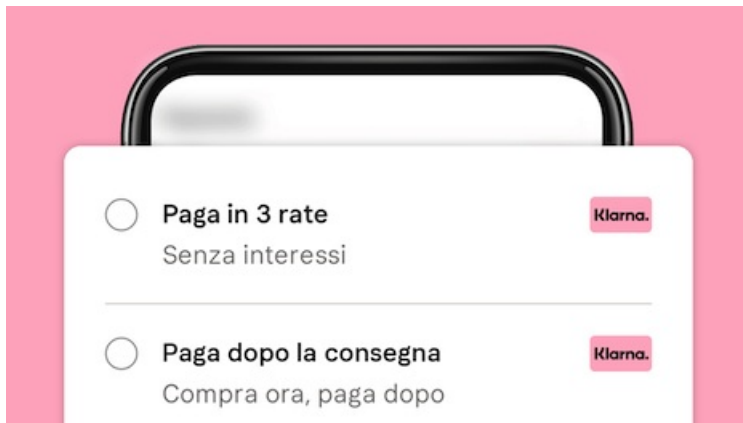


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## Klarna arrives in Italy as ecommerce shopping grows in popularity

October 20, 2020



*Klarna is now available in Italy. Image credit: Klarna*

By LUXURY DAILY NEWS SERVICE

Payment provider Klarna is launching in Italy, as online shopping gains momentum in the country over the course of the coronavirus pandemic.

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With "Pay in 3," Klarna allows Italian shoppers to buy online and split their purchase into three interest-free equal payments. As months of lockdowns derailed in-person shopping, luxury brands have seen exponential growth in ecommerce sales.

"Retail is changing at a rapid pace due to rising expectations from Italian consumers," said Sebastian Siemiatkowski, CEO and cofounder of Klarna, in a statement. "More than ever, consumers demand transparent and smart shopping services that meet their daily needs.

"We are very excited to launch in Italy today and elevate the shopping experience for all Italians," he said.

### Pay in 3

Italian shoppers can now use Klarna to make purchases from brands including Michael Kors and H&M. While merchants are paid immediately, shoppers can spread the cost of their purchases over three installments, charged every 30 days.

Consumers in Italy will also be able to access the Klarna mobile application to track payments and browse for shopping inspiration.

Klarna cites research from Netcomm, which shows there were 2 million new online shoppers in Italy during the first half of 2020, compared to 700,000 new online shoppers in the first half of 2019. Ecommerce home furnishing and fashion purchases have jumped 30 and 21 percent, respectively.



*Shoppers in Italy can now use Klarna to purchase items from Michael Kors. Image courtesy of Michael Kors*

For luxury brands, payment options such as Klarna are important for reaching aspirational shoppers.

More than a third of Gen Z consumers are interested in installment plans as they desire upscale clothing outside of their budgets, according to a 2019 shopping behavior report from Klarna. Shoppers also continue to turn to bricks-and-mortar locations when making expensive purchases so they can try on items, but they are receptive to "try-now, pay-later" options ([see story](#)).

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