

RETAIL

Afterpay introduces sustainable shopping features for Earth Month

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Buy-now-pay-later makes large purchases more accessible for younger consumers. Image credit: Afterpay

By LUXURY DAILY NEWS SERVICE

Australian financial technology company **Afterpay** is implementing a sustainability "top-up" program that will support two organizations dedicated to improving the environment.

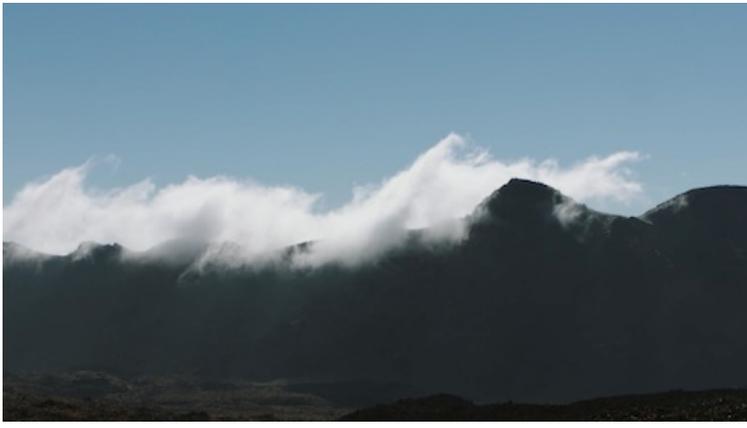
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The new program will allow customers to add a \$1 donation at checkout to Magpies & Peacock, a nonprofit design house that aims to disrupt the cycle of waste in the fashion industry, and Surfrider, a nonprofit environmental organization focused on protecting clean water and healthy beaches, and for every donation made, Afterpay will match consumers' donations. This is the first step in a multi-faceted approach Afterpay is taking towards promoting sustainability practices.

Several steps in sustainability

Later this month, Afterpay will also be implementing a live shopping technology platform in partnership with social commerce company **MagicLinks**, to invite viewers to shop more consciously. The company is aiming to support millennial and Gen Z shoppers who have consistently shown interest in brands' sustainability practices.

The integrated shopping experience will be live on the Afterpay website, giving shoppers the opportunity to build better, more sustainable wardrobes and clean beauty regimens. Customers will be able to watch their favorite influencers, shop live for their favorite eco-friendly brands and pay in four interest-free installments.



Many brands and organizations continue to show dedication to sustainability and responsibility. Image Credit: Stella McCartney

"We are thrilled to offer our customers the option to shop from fashion-forward brands in a responsible and sustainable way, while also giving back to these incredibly important organizations," said Melissa Davis, head of North America at Afterpay, in a statement. "Gen Z and Millennials are conscious shoppers who make mindful choices when they shop and we are proud to put the spotlight on organizations that are helping to tackle the complex issues facing our planet."

Traditional customer groups for luxury brands baby boomers and Gen Xers, who are all over forty used to focus less on sustainability and more on product performance, materials and craftsmanship. But younger generations are dramatically more concerned with the external side effects of what they consume ([see story](#)).

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