

RETAIL

## Amazon partners with Affirm, provides new payment options

August 30, 2021



*Amazon partners with buy-now-pay-later provider Affirm for payment flexibility. Image credit: Affirm*

By LUXURY DAILY NEWS SERVICE

Ecommerce giant Amazon has partnered with pay-over-time provider Affirm to provide consumers new payment flexibility at checkout.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

With Affirm's services, Amazon shoppers will have the choice to break up the total cost of purchases \$50 or more into monthly payments. The two companies are currently testing the service with select customers, but Amazon plans to make the payment options available to all customers in the coming months.

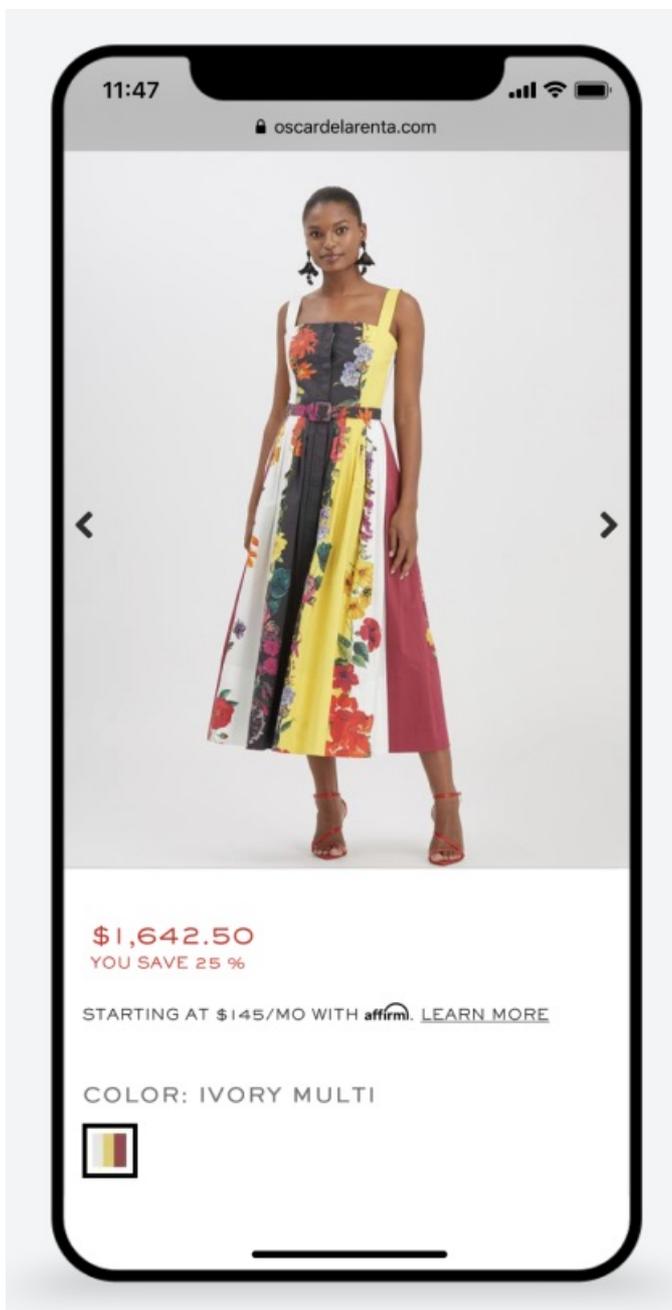
"By partnering with Amazon, we're bringing the transparency, predictability and affordability that Affirm provides today to the millions of people who shop on Amazon.com in the U.S.," said Eric Morse, senior vice president of sales at Affirm, in a statement. "Offering Affirm's alternative to credit cards also delivers more of the payment choice and flexibility consumers on Amazon want."

### Affirming purchase

According to the payment provider, approved Amazon customers will be shown the total cost of their purchase upfront, and choose how much they want to pay per month.

Affirm and Amazon guarantee customers will never pay more than what they agree to at checkout, and will not be charged fees for late payments.

As luxury brands augment their appeals to millennial and Generation Z consumers, installment payment providers have proved essential.



*The installment payment option is also available for select luxury brands. Image credit: Oscar de la Renta*

More than 4,000 merchants including 900 fashion brands such as Oscar de La Renta, David Yurman, Khaite, LuisaViaRoma, La Garconne, Moda Operandi and Tamara Mellon currently use Affirm ([see story](#)).

Additionally, Square, Inc.'s recently-announced acquisition of Afterpay, valued at \$29 billion ([see story](#)), underscores the importance of the "buy now, pay later" ecosystem. BNPL offerings are of unique importance to luxury labels since these installment options make high-end goods more accessible to aspirational consumers ([see story](#)).

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.