

APPAREL AND ACCESSORIES

Klarna hosts conscious shopping event

July 18, 2022



The Klarna Oasis pop-up is located at 8070 Melrose Avenue. Image courtesy of Klarna

By LUXURY DAILY NEWS SERVICE

Flexible payment provider Klarna is spotlighting a new event, "Klarna Oasis," an seizing an opportunity to spotlight mission-driven brands.

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

Klarna Oasis will be a pop-up in Los Angeles highlighting mission-driven brands that will be offering exclusive deals at their locations and online. The event will be an exercise in spotlighting thoughtful, ethical shopping from brands including RE/DONE, Lunya, Vrai, Rebecca Minkoff and more.

"We're excited to bring the smooth Klarna shopping experience to life for the first time in Los Angeles, spotlighting mission-driven merchant partners that support a range of important causes from sustainability in fashion to clean beauty," said Raji Behal, global head of partner success at Klarna.

Shopping with intention

Klarna's latest popup event is offering discounts and exclusive experiences while aiming to be a one-stop shop for conscious fashion and clean beauty.

The Klarna Oasis pop-up is located at 8070 Melrose Avenue and will be open on July 23, from 10 a.m. - 6 p.m. and July 24, from 10 a.m. - 5 p.m.

Pop-up events include a fireside chat on July 23 about regenerative agriculture within the sustainable fashion movement featuring Mr. Behal, Aras Baskauskas, cofounder and CEO of Christy Dawn and Jasmyne Spencer, professional soccer player at Angel City Football Club. Klarna is a founding partner of the Angel City Football Club.

Consumers can shop at the pop-up, at store locations and online at klarna.com/oasis. Shoppers will also have the option to use Klarna's interest-free Pay in 4 option at check out.

"At Klarna, we realize we have a responsibility to help drive positive change towards a better future, and providing our consumers unique access to shop more mindfully is just one of the many ways we are working to make a difference," Mr. Behal said.

In February, Klarna partnered with sustainability rating platform Good On You to foster its ESG goals.

The partnership featured 23 clothing brands on the Klarna app, with collections bringing awareness to clothing that is environmentally friendly and ethically produced. The shoppable collections were transparent about materials and more, helping consumers to make informed and insightful decisions ([see story](#)).

© 2022 Napean LLC. All rights reserved.

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