

FINANCIAL SERVICES

## Mackage owner APP Group enlists Klarna to offer flexible payment to customers

December 9, 2022



*APP Group brings on Klarna to increase accessibility of its products with flexible payment options. Image credit: Klarna*

By LUXURY DAILY NEWS SERVICE

Canadian outerwear company APP Group has partnered with installment payment service Klarna in a move towards a checkout experience without credit cards.

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Due to this collaboration, APP customers of the brand will be able to take advantage of more accessible payment choices such as Pay In 4 without interest and Klarna's Pay Now button. Owner of the Soia & Kyo and Mackage brands, the APP Group will operate with Klarna throughout the United States and Canada.

"At APP Group, we're focused on providing a premium, seamless shopping experience," said Michelle Donnelly, chief marketing officer of APP Group, in a statement.

"Our partnership with Klarna ensures that the frictionless shopping experience we're known for truly extends all the way to checkout," she said.

"Together, we're giving our clients the freedom to choose how and when they want to pay."

The goal is to offer flexible payment options to buyers of products from the Soia & Kyo and Mackage outerwear brands in line with a global trend among luxury players targeting younger, aspirational audiences.

### Pay day

APP Group will join Klarna's user base of more than 450,000 other retailers around the world. It will be in the company of Burberry, Charlotte Tilbury, Farfetch, Yoox Net-A-Porter Group, PLATFORM, Fwrd and other luxury brands within the market.

As the market grows, **Klarna's** decision to partner with APP adds to the 150 million-strong customer base accessing its flexible payment offerings.

Within the United States, the luxury market is projected to expand by 3.26 percent every year going forward. Canada's will grow by 4.37 percent.

Mackage, a key label within **App Group**, makes outerwear for high spenders, using luxury materials and techniques,

while Soia & Kyo caters towards shoppers with lower budgets who still want luxury pieces. Both claim high rates of growth alongside the market as a whole.

Klarna is the group's solution to continuing this trend, as those purchasing from them are looking for more affordable ways to spend.

"Demand for alternatives to high-cost credit in the luxury space is growing fast with four out of five luxury shoppers looking for flexible payment options like Klarna at checkout, according to our 2022 U.S. Luxury Report," said Kristina Elkhazin, head of North America for Klarna, in a statement.

"We're excited to welcome APP Group brands Mackage and Soia & Kyo to our growing network of over 450,000 global retail partners worldwide who are giving consumers the smart, interest-free payment alternatives they are looking for," she said.

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