Nothing is coming: Affirm's The Big Nothing returns May 13–15

April 28, 2026

You'll get nothing and like it. Three days. Thousands of 0% APR options. No interest, no late fees, no surprises.

SAN FRANCISCO--(BUSINESS WIRE)--Apr. 28, 2026-- That thing in your cart? You've gone back and forth on it. Maybe you read a few more reviews. Maybe it'll go on sale. So it just sits there.

But for the things that matter -- a post-graduation Euro trip with your best friends, the laptop you'll open every morning, a mattress that might finally fix your sleep -- it shouldn't feel that complicated.

This is where the clarity of nothing comes in. More specifically: The Big Nothing.

From May 13-15, the Affirm app will feature thousands of 0% APR options for eligible shoppers. You can also request a plan for your Affirm Card right in the app and use it at other stores.

It's an easy way to go back to what you've been eyeing and pay over time on a timeline that fits the purchase. Nothing in interest. The kind of 0% APR that actually gives you room to breathe.

While it may sound too good to be true, The Big Nothing keeps it simple: zero means zero.

From fashion and fitness to electronics, home, and travel, The Big Nothing brings thousands of 0% APR options into one place, so they're easier to find -- and easier to act on for eligible users.

No deferred interest. No fine print. No sneaky charges. Just the option to split your purchase into installments with nothing added on.

It's that simple.

Because right now, getting nothing -- nothing in interest, nothing unexpected -- is the whole point.

Learn more about The Big Nothing here.

About Affirm

Affirm's mission is to deliver honest financial products that improve lives. By building a new kind of payment network -- one based on trust, transparency and putting people first -- we empower millions of consumers to spend and save responsibly, and give thousands of businesses the tools to fuel growth. Unlike most credit cards and other pay-over-time options, we never charge any late or hidden fees. Follow Affirm on social media: LinkedIn | Instagram | Facebook | X.

From May 13-15, 2026, 0% APR offers are available for eligible purchases at select merchants for those who qualify. Note, that some 0% APR offers at select merchants may extend past 11:59 pm PDT on May 15. Plan availability may vary by state.

Generally rates range from 0-36% APR. Terms may vary by merchant. Payment options through Affirm are subject to an eligibility check and are provided by these lending partners: affirm.com/lenders. Options depend on your purchase amount, and a down payment may be required. Affirm availability and eligibility may vary. Restrictions apply. See affirm.com/terms/rtuse. For licenses and disclosures, see affirm.com/licenses. CA residents: Loans by Affirm Loan Services, LLC are made or arranged pursuant to a California Financing Law license.

The Affirm Card is a Visa® debit card issued by Evolve Bank & Trust (Evolve) or Stride Bank, N.A. (Stride), Members FDIC, pursuant to licenses from Visa U.S.A. Inc. Affirm is not a bank. FDIC insurance will only cover the failure of Evolve and/or Stride. Learn more.

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