Affirm and Michaels partner to deliver a new, flexible way to pay for arts and crafts

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Michaels is using Affirm's Adaptive Checkout to increase accessibility to arts and crafts and give Makers greater choice and flexibility at checkout



SAN FRANCISCO, CA and IRVING, TX – December 16, 2021 – Affirm, the payment network that empowers consumers and helps merchants drive growth, today announced a partnership with Michaels, the largest arts and crafts retail chain in North America. Now, eligible customers can buy their favorite items on Michaels.com and pay over time.

By selecting Affirm at checkout, approved Michaels customers can split the total cost of any purchase over $50 into biweekly or monthly payments, for as low as 0% APR. Customers are shown the total cost of their purchase and will never pay more than what they agree to upfront, as Affirm never charges any late or hidden fees.

"At Michaels, our Makers are at the heart of everything we do." said Heather Bennett, EVP Marketing and e-Commerce at Michaels. "We believe there is room for all Makers at our craft table and are thrilled to offer more flexible payment options through our partnership with Affirm, making arts and crafts more accessible and enabling even more Makers to get everything they need to bring their projects and ideas to life at Michaels."

"Michaels empowers anyone to become a Maker and express their creativity," added Silvija Martincevic, Affirm's Chief Commercial Officer. "Through this partnership, Affirm will provide even more Makers with the flexibility to pay over time at the largest arts and crafts retailer in the country without any hidden gotchas or surprises. This partnership comes in time for the holiday shopping sprint, as Affirm's Consumer Spend Report has revealed staying on budget is the top concern for U.S. consumers."

Affirm is available now on Michaels.com and will be available in-store at Michaels locations across the country in the coming months. Michaels joins over 102,000 Affirm merchant partners, including Walmart, Target, Neiman Marcus, Williams Sonoma, and more. Offering Affirm at checkout can drive overall sales, increase average order value, and increase customer repurchase rates.

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 credit cards and other pay-over-time options, we show consumers exactly what they will pay up front, never increase that amount, and never charge any late or hidden fees. Follow Affirm on social media: LinkedIn | Instagram | Facebook | Twitter.

About Michaels

The Michaels Companies, Inc. is the largest specialty retailer in North America providing the best assortment of curated arts and crafts componentry. We operate 1,275 stores in 49 states and Canada and online at Michaels.com and Michaels.ca. In addition, The Michaels Companies, Inc. owns Artistree, a manufacturer of custom and specialty framing merchandise. Our company was founded in 1973 and is headquartered in Irving, Texas. For store locations or to shop online, please visit www.michaels.com.

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