Affirm partners with Black in Fashion Council, supports black-owned businesses

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The company’s pledge is a continuation of its commitment to diversity



SAN FRANCISCO – February 9, 2021 – Affirm, a more flexible and transparent alternative to credit cards, today announced its participation in the Black In Fashion Council Active Allyship pledge. Members of the Active Allyship program commit to joining together to secure the advancement of Black individuals in the fashion and beauty industries. Affirm will partner with the Black in Fashion Council on several initiatives over the course of the next three years.

“To achieve Affirm’s founding mission of improving lives through our financial products, we must ensure our teams and partners reflect the diverse society we live in,” said Greg Fisher, CMO at Affirm. “We’ve signed the pledge to hold ourselves and others accountable. We look forward to a fruitful partnership that enables Affirm to elevate our Black employees and merchant partners for many years to come.”

In addition to signing the pledge and partnering with the Black in Fashion Council, Affirm is celebrating Black History Month by promoting the Black-owned businesses that use its platform, including Luxurysnob, Scotch Porter, Sliver & Riley, and more through an integrated marketing campaign. Affirm will drive owned channel support and a paid media campaign featuring social, display, and streaming and podcast audio to help acquire new customers for our partners and drive conversion.

“We are happy to add Affirm to the Black in Fashion Council brands eager to make strides towards establishing the universal standard,” said Lindsay Peoples-Wagner and Sandrine Charles, Co-Founders, Black in Fashion Council.

Over the course of their partnership, Affirm will work with the BIFC Executive board members who will provide confidential feedback, insight, and counsel on Affirm's inclusivity plans including regular touchpoints on progress.

In 2020, Affirm employees raised over $300,000 to support organizations across the country working toward racial equity and justice. The company has also furthered its commitment to diversity, equity, and inclusion (DEI) by increasing its dedicated DEI team, hosting DEI trainings (including Allyship training, Unconscious Bias training, and Diversity Hiring Strategy training), and launching new policies to embed DEI into day-to-day work. Additionally, Affirm created the Merchant Diversity Program Lead position, which will focus on Affirm’s efforts in building representation within its growing merchant and supplier base.

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