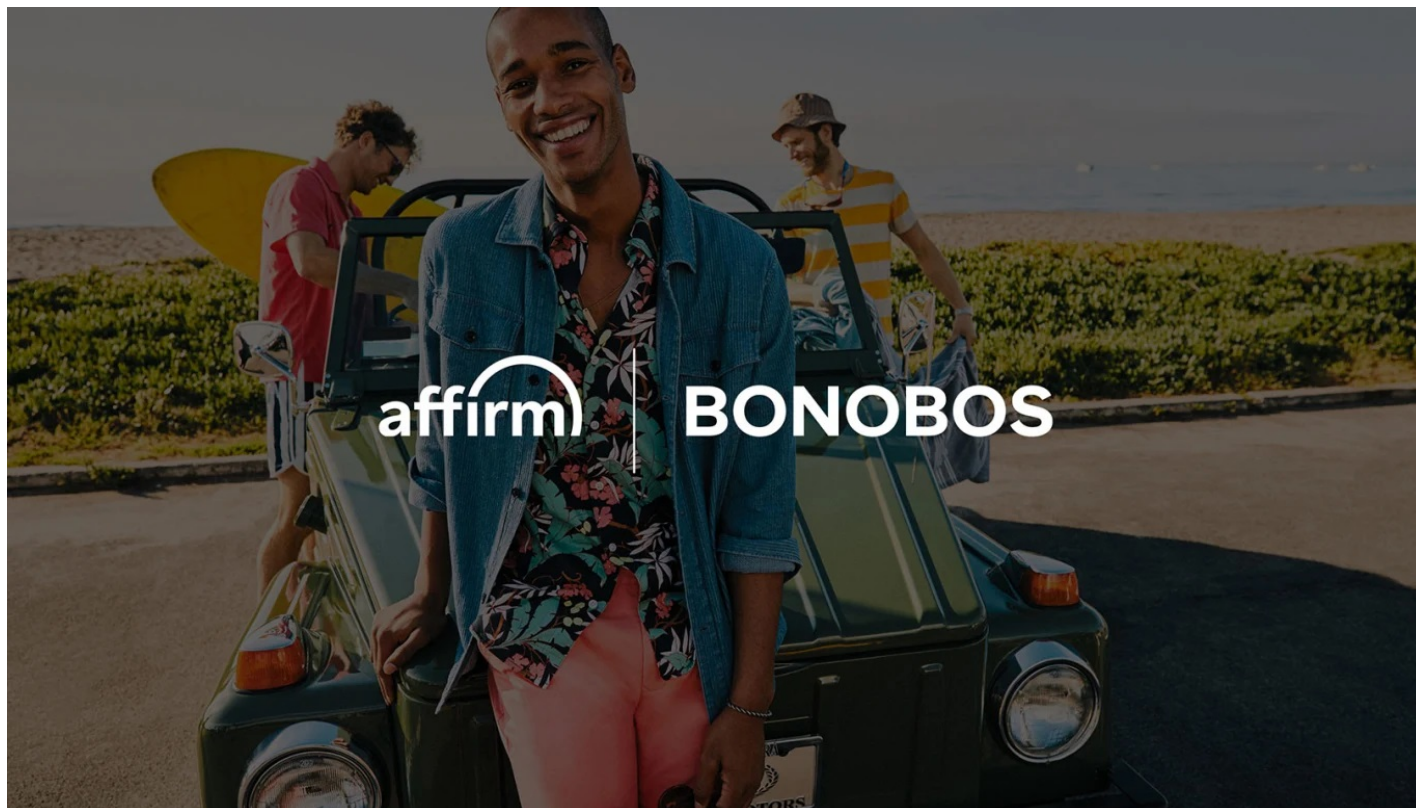




## Affirm Partners with Bonobos to Give Menswear Shoppers a New Way to Pay for the Perfect Fit

September 3, 2020

Shoppers can update their style now and pay over time, without late or hidden fees



SAN FRANCISCO – September 3, 2020 – [Affirm](#), a more flexible and transparent alternative to credit cards, today announced a partnership with one of the first digitally native men's apparel brands, [Bonobos](#). Whether shopping for themselves or the men in their lives, eligible Bonobos customers can now pay for their purchase over three months, without interest or late fees.

"Affirm eliminates the complexity, uncertainty, and hidden fees at checkout and empowers consumers to confidently buy the things they want and need," said Silvija Martincevic, Chief Commercial Officer at Affirm. "Whether buying an off duty pant to feel comfortable and stylish while working from home, or performance golf polo to get back in the swing of things, Bonobos shoppers will now know exactly how much they'll pay each month and when they'll be done paying."

Bonobos is one of the first digitally native men's apparel brands. Since its beginning days of designing chinos with a better-fitting curved waistband, Bonobos has expanded to include a full wardrobe of better-fitting men's clothing, for every guy, for every occasion. By offering Affirm, Bonobos is bringing customers payment flexibility at checkout, enabling more people to buy better-fitting pants, suits and blazers, golf apparel, and more.

Bonobos joins Affirm's network of over 6,000 retail partners, which includes over 900 leading fashion brands like Oscar de la Renta, Eddie Bauer, Rag & Bone and Fred Segal. Offering Affirm at checkout drives overall sales, increasing average order value by 85%. Trusted by 5.6 million customers, Affirm approves on average 20% more customers than its competitors and 67% of its loans are from repeat customers.

Approved shoppers can pay with Affirm at checkout on [Bonobos.com](#) on orders over \$100 today.

### About Affirm

Affirm is purpose-built from the ground up to provide consumers and merchants with honest financial products and services that improve their lives. We are revolutionizing the financial industry to be more accountable and accessible while growing a network that is beneficial for consumers and merchants. Affirm provides more than 5.6 million consumers a better alternative to traditional credit cards, giving them the flexibility to buy now and pay over time at virtually any store. Unlike payment options that have late fees, compounding interest and unexpected costs, Affirm shows customers up front exactly what they'll pay — with no hidden fees and no surprises. Affirm partners with over 6,000 merchants in the U.S., helping them grow sales and access new consumers. Our merchants include brands like Walmart, Peloton, Oscar de la Renta, Audi, and Expedia, and span verticals including home and lifestyle, travel, personal fitness, electronics, apparel and beauty, auto, and more. Loans are made in partnership with Affirm's originating bank partner Cross River Bank, Member FDIC.

### About Bonobos

Bonobos began in 2007 as a solution to a problem: finding pants that actually fit. What first started out as a company designing chinos with a better-fitting curved waistband, has since expanded to include a full wardrobe of functional, stylish, better-fitting men's clothing, for every guy, for every occasion, with clothes available to order online and to try on at any one of our Guideshop locations.

Bonobos wants to give every guy the chance to feel good about his own fit, to feel as comfortable in his clothes as he is in his own skin, to have confidence in his place in the world, and to use that confidence to help others along the way. Because we believe in a world where all men fit.

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