Affirm Solves Life’s Awkward Moments With Buy Now, Pay Later



Buy now pay later (BNPL) platform Affirm wants shoppers to say yes to the dress—and the home furnishings and anything else they might need to purchase for major life moments—without worrying about paying the full cost upfront or getting hit with fees later. And it wants them to know it is uniquely situated to help do just that.

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