

KLARNA CASE STUDY

Customer: Skinnydip London

Business focus: Fashion Accessory Retailer

Location: UK

Klarna solution: Klarna Pay later

Skinnydip London dives in with Klarna

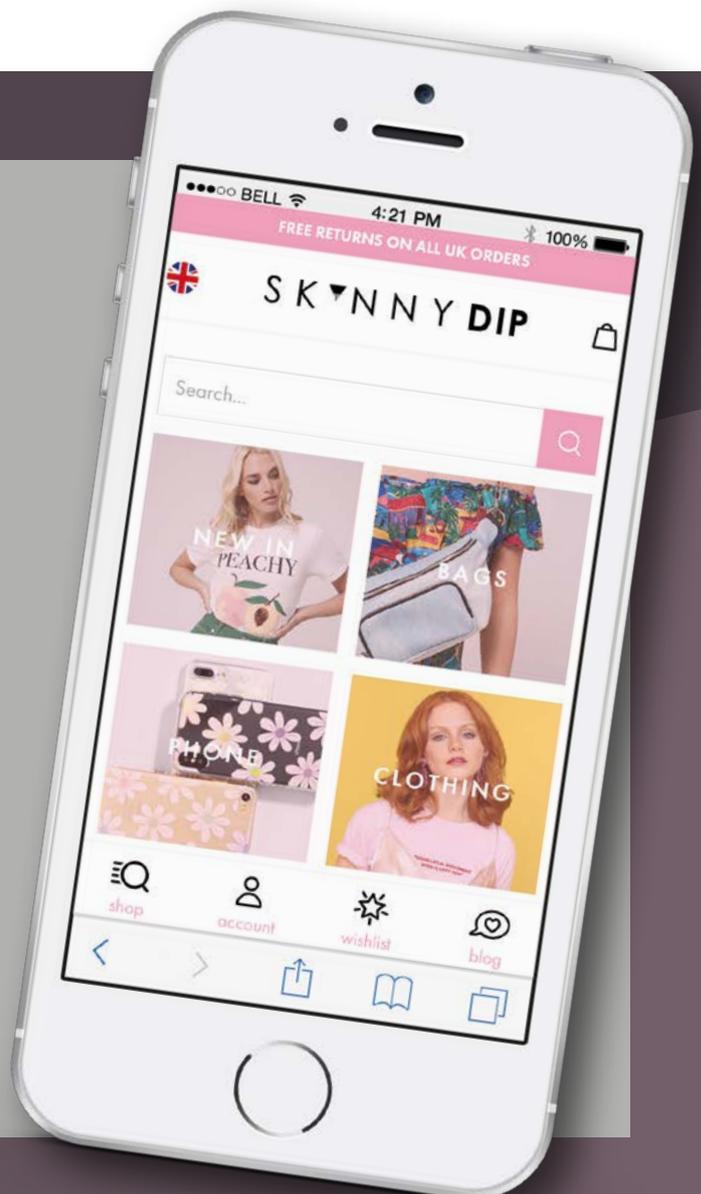
With its Instagram-worthy phone cases and sassy slogan bags, London-based accessories brand Skinnydip speaks to their style-conscious audience by following fast-fashion trends with a core mission to create fun, exciting and quirky accessories that can be worn all year round.

The brand has recently expanded into the realm of handbags, beauty, jewellery, and sunglasses and is now supporting its extended range with the Klarna Pay later service, which they promote extensively through social media channels.

Challenge

Boasting more than 200 employees, Skinnydip has firmly established **themselves** as one of the hottest internet fashion-accessories brands in the UK since launching in 2011. Alongside this achievement, they've also branched out into the physical retail world, putting themselves in prime position in over 250 concession stands in Topshop stores across the world, as well as 20 standalone Skinnydip boutiques in locations ranging from Carnaby Street to Luton Airport. With a high profile and loyal global following, they wanted to ensure their online checkout was optimised to appeal to its spontaneous young fashion buyers even more.

James Gold, Co-Founder at Skinnydip explains, *"We are a fast-fashion brand, selling fun and unique fashion accessories so it's massively important that we're always one step ahead of everyone else. Everything we do is carefully considered and designed to appeal to our wide demographic and their spur-of-the-moment, cool and fashion-conscious lifestyles. We really know our way around current trends and our team quickly recognised the importance of creating a frictionless online buying experience to support our 'destination' website."*



Solution

Skinnydip had heard of Klarna, from its work with Topshop who were already using the Pay later service. They saw the massive level of appeal for its customers, particularly with their young, mobile-centric target audience.

James confirmed, *“What first attracted us to Klarna was the speed and simplicity of transactions. We wanted to make shopping really spontaneous for our customers, with minimal data entry and one-click for repeat purchase. With Pay later we were able to strip out barriers at the checkout and give our users the ability to defer payment until after they had physically received their purchase, making sure they were completely happy with what was received.”*

“Deploying Klarna was really easy too. We already use Shopify as our ecommerce platform, so we were able to dive right in using the Pay later Shopify plug-in. All in all, it couldn't have been more straightforward. The journey was frictionless, and we virtually went from sign-up to go-live in under 24 hours.”

Results

Since introducing Pay later, Skinnydip has seen a significant uplift in transaction volumes. An added option at checkout has also proven a powerful acquisition tool, particularly when used in conjunction with Skinnydip's frequent social media campaigns.

James concluded “In fact, Klarna is now an integral part of our digital marketing strategy. When we post a new fashion trend online, we also flag the Pay later option. This helps people follow new trends and makes them more likely to try us. Removing a lot of the hassle at the checkout, allows them to be more spontaneous and that's great for our business. We convert more customers more than ever now and we believe a big part of that result is due to Klarna.”



“We've found that actively promoting the Pay later option on social media has helped to push new users to our site. It's not just a case of cannibalising existing card sales, we are acquiring completely new customers who are actively looking for the Klarna Pay later service, and we're keeping them loyal with the strength of our checkout experience.”

James Gold, Skinnydip Co-Founder

About Klarna

It's all about smooth (yes, with 3 000's). Klarna is Europe's leading payments provider and a newly-licensed bank, we want to revolutionise the payment experience for shoppers and merchants alike. Founded in Stockholm, Sweden, in 2005, we're a fintech unicorn that gives online consumers the option to pay now, pay later or over time — offering a trusted, frictionless and smooth checkout experience.

We work with 90,000 merchants, including ASOS, Topshop and JD Sports in the UK, to offer payment solutions to users across Europe and North America. We have over 2,000 employees and are active in 14 countries.

