

KLARNA PARADES ITS USP WITH SMOOTH PRODUCTS

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Klarna Smooth merchandise by Nord DDB



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Sweden – Payment provider **Klarna** is dropping its first-ever range of physical products to celebrate its friction-free services.

Building on its **Get Smooth campaign**, which highlights how Klarna's pay later products make everyday life as frictionless as possible, the brand has worked with 'famously smooth' rapper and Klarna investor Snoop Dogg to promote **the collection**. It includes lavish versions of household goods such as silk bedsheets, cashmere toilet paper, gold peanut butter and a 22-foot high inflatable slide.

'This is the first time that we're dropping physical products and I'm proud to be releasing this collection together with Snoop Dogg. In the end, I truly believe that this will bring a smile to people's faces and get more people to discover the perks and the smoothness of paying later with Klarna,' explains David Sandström, chief marketing officer of Klarna.

Through its colourful, highly visual campaigns, Klarna exemplifies **Fluid Capital** – the new visual language emerging around financial values, transactions and the appearance of digital money. For more, look out for our upcoming interview with Mervyn ten Dam of Achtung! discussing the future identity of finance.