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# **SHEIN**

**The danger of fast fashion**





**WHO IS BUYING OR HAS ALREADY  
BOUGHT THEIR CLOTHES AT  
SHEIN?**

# SHEIN: THE BRAND

## Fast-fashion

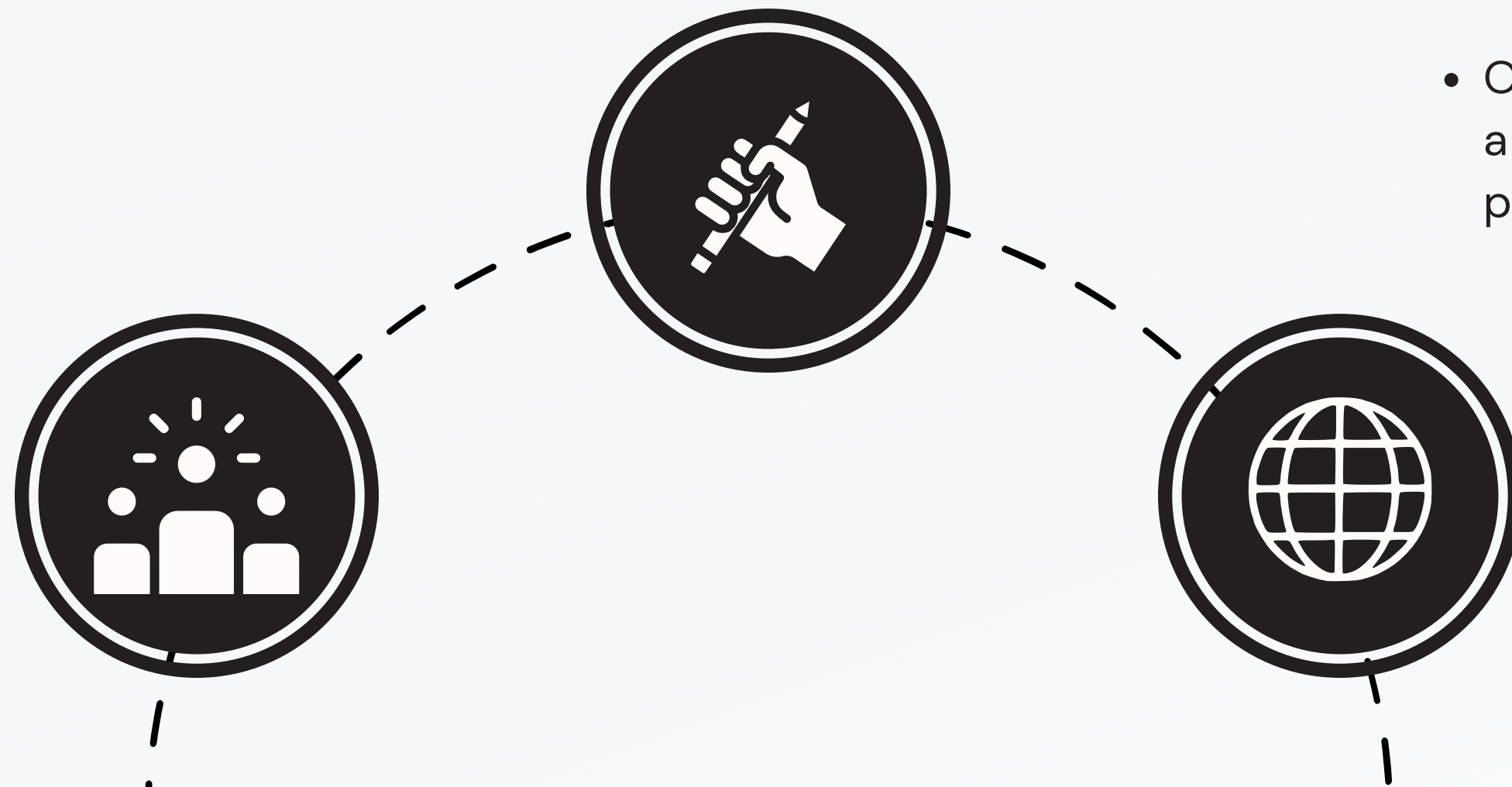
- Selling clothes or accessories with a very **low price**
- Attract **young consumers**

## Created in 2008

Dominates the e-commerce market

## International

- Selling their products in more than **150 countries**
- Offer between **2000** and **6000** new products **every day**



# BAD WORKING CONDITIONS



## HUMAN EXPLOITATION

- Bad working conditions for their employees
- No employment contract or insurance



## WORKING HOURS

- 1 day off per month.
- From 12 to 18 hours a day



## LOW SALARY

560€ per month

ONLY if their work is done without any mistakes

# STEALING DESIGNS

Entire collections or even their  
entire brand identity



Leading to **lost revenue** and  
damage to their **reputation**.

- Zara, Levi's or Doc Martens



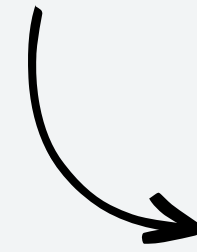


# ENVIRONMENT

Shein accused of contributing to environmental degradation



## SYNTHETIC MATERIALS



Produced from **non-renewable** resources

Not biodegradable



## LARGE VOLUME OF PRODUCTS

Overconsumption and waste



# Shein shop in Paris



01

02

03

04

**PRODUCTS  
WRAPPED IN  
PLASTIC**

**FREE  
RETURNS**  
Encourage  
consumption

**CONTAIN  
TOXIC  
PRODUCTS**

**OCEANS  
POLLUTION**

# CONCLUSION

THE ACCUSATIONS OF  
DESIGN STEALING, BAD  
WORKING CONDITIONS,  
AND ENVIRONMENTAL  
IMPACT

PUBLIC  
APOLOGIES AND  
PROMISED TO  
IMPROVE

BUT IT REMAINS  
TO BE SEEN

Whether the company can overcome these scandals and establish itself as a socially responsible brand...





# QUESTION:

How come fast fashion brands like Shein survive despite the scandals? Can we transition to a more ethical approach?

# SOURCES:

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