**BTS NDRC – LVA OBLIGATOIRE 2024**

**Shein Is the World’s Most Popular Fashion Brand—at a Huge Cost to Us All**

Just before Christmas, Mélo—a lifestyle blogger from Paris known for promoting body positivity—uploaded a video on Instagram showing off shiny, glittering party dresses from Shein, a fast-fashion e-retailer from China.

”Which one do you prefer for Christmas and which one for New Year?” the French content creator asked her 75,000 followers as she twirled, strutted, and smiled at the camera. At the bottom of the caption, she tagged Shein, directing her viewers to a 15% discount on all their clothing orders.

Mélo is one of the thousands of influencers on TikTok and Instagram who works with Shein to post “haul” videos, where she tries on piles of clothes, invites followers to visit Shein’s pop-ups, and promotes their sale events. It’s a social media strategy that has been wildly successful for the company, pushing Shein to the top of the fashion ladder—and making it the world’s most popular fashion brand in 2022.

According to a report compiled by Money.co.uk, Shein has taken over giants like Nike and Adidas as the most-Googled clothing brand, and Zara and Macy’s in online sales. But several reports over the last year reveal the company’s shocking track record of human rights violations and an environmentally-unsustainable model—leaving many to wonder how its popularity continues to soar among consumers.

Pronounced “she-in,” the fast fashion Chinese behemoth was founded in the city of Nanjing in 2008 by Chris Xu, a U.S.-born entrepreneur and search engine optimization specialist. Over the years, Shein went from being a low-cost Chinese apparel merchant to a global, online-only fashion juggernaut[[1]](#footnote-1), climbing in sales from $10 billion in 2020 (according to Bloomberg) to a whopping $100 billion in 2022.

Its biggest selling point is the low pricing of clothes that are shipped to more than 150 countries and regions worldwide, catering to women in their teens and 20s. The business model works like Amazon—a sprawling online marketplace brings together about 6,000 clothing factories in China under Shein’s label […].

But put simply, Shein produces an astounding number of items on a daily basis - the primary reason why the company has an unsustainable model. Shein’s CEO, Molly Miao has stated that each item is produced only in small numbers, between 50-100 pieces a day, before it becomes popular and is then mass-produced. But the manufacturers’ rapid use of virgin polyester and large consumption of oil churns out the same amount of CO2 as approximately 180 coal-fired power plants, according to Synthetics Anonymous 2.0, a report published on fashion sustainability.

As a result, the company leaves about 6.3 million tons of carbon dioxide a year in its trail—a number that falls well below the 45% target to reduce global carbon emissions by 2030, which the U.N. has said is necessary for fashion companies to implement to help limit global warming.

[https://time.com](https://time.com/6247732/shein-climate-change-labor-fashion/), by Astha Rajvanshi, JANUARY 17, 2023

1. Fashion juggernaut : un géant de la mode [↑](#footnote-ref-1)