

The Page and the Epistle

FEATURES

FEATURE: SHEIN, FAST FASHION AND SUSTAINABILITY

MAY 2, 2022 | SANTINO VAUGHAN | 91 COMMENTS

Shein is a fast-fashion company that has trendy clothing and affordable prices with a huge size range, so why not shop at Shein? With the rise of Shein on social platforms like TikTok (where #Shein has over 10.4 billion views) and Instagram, you may have heard of it before. Shein and the former CEO, Molly Miaao, markets itself as “an international B2C (Business to Consumer) fast fashion e-commerce platform” that “prides itself on offering on-trend styles catering to young women and teens, that will not break the bank” (Miaao 2020).

While other fast-fashion companies like H&M and Zara take three weeks to process contemporary designs, Shein uses real-time data to cut this process to a week or less. Shein has gained such popularity that they are overproducing clothes to meet the demand. Due to this new popularity, Shein had an annual revenue of close to 10 billion USD in 2020.

Shein suffers from a lack of environmental consciousness. With global emissions at an all-time high, fast-fashion brands should be more environmentally conscious, but Shein is not. Their clothes are supposed to be *trendy*. Following the trend means these clothes do not have to last past their short, fashionable lifespan. The clothes are cheap, so they are made with synthetic fabrics like polyester and nylon. Unlike the short lifespan it has in closets, clothing made from these materials does not decay. This means that every piece of clothing purchased from Shein will spend much more time in the landfill than it ever would in someone's wardrobe.

Their CMO Molly Miaao has revealed that “the company drops anywhere from 700-1000 new styles daily” (Miaao 2020). Combined with their ultra-low prices, Shein can influence its buyers to purchase more frequently, worsening the global rise in textile waste. Many have pointed out that clothing from Shein is of terrible quality. There are many negative reviews about the company, but one that stands out was written by customer Lidia B in 2021: “Worst experience ever... I placed an order in October 2020 (for Christmas) and received the wrong order in November (all size xs plus they are items that I never ordered). I am having the worst experience trying to return the product and get my money back (still emailing today Dec 21). Shein keeps sending me an incorrect label that will not scan at my post office? There-

fore, I am unable to return it or get my money back (over \$50). Frustrated! A pair of boots I ordered didn't arrive for months and the day I wore them the sole came!! I will never be purchasing from Shien ever again, terrible company."

This review counters Shein's claims of sustainability considering its allusion to the fact that some pieces might end up in the landfill before they are even worn. Shein claims that they use environmentally friendly production methods with sustainability sourced materials and continues to state that they "try their best" to use "recycled materials." They tend to have lots of failed designs, so I am unable to confirm that any of these claims are accurate. Being transparent with their production line is the only way for anyone to know if Shein is as environmentally friendly as they claim to be.

Another of Shein's shortcomings is their lack of ethics and transparency. Shein has stated that they "strictly abide by child labor laws in each of the countries [they] operate in. Neither [them] nor any of [their] partners are allowed to hire underage children. Any partners or vendors found to have violated these laws are terminated immediately and reported to these authorities" (Miaao 2021).

Laws, however, vary across the countries and regions Shein operates in. For example, in Bangladesh, where many fast fashion factories are located, the legal age of employment is just 14 (NPR, 2016), in a country where "COVID-19 may push millions more children into child labor" (CDC 2021). According to UNICEF, "it is extremely difficult for anyone to tell if Shein is keeping their promise if they do not reveal what their supply chain looks like."

Additionally, Shein claims that "it provides employees with a living wage that is above industry average together with benefits such as health insurance and investment plans" (Miaao 2021). They also state that "all [their] vendors must do the same without quantifying anything at all" (Miaao 2021). As remake-world points out: "if Shein is truly proud of the conditions surrounding its supply chain, why isn't the brand forthcoming about providing this information?" With the small amount of easily disputable and unclear information they put out, we will be unable to know if Shein is as ethical a company as they are painting themselves to be. Until they are transparent about their process, I would continue to doubt them and all that they state on their social responsibility page.

Yet another of Shein's problems is stolen art and insensitive pieces. For example, Shein sold Muslim prayer mats as "frilled Greek carpets." And, though they apologized, they proceeded to sell a necklace in the shape of a swastika just a week later. They wanted it to be the Hindu symbol of peace, but they named the necklace the "Swastika Necklace," which was poorly received. In addition to their tone-deafness, Shein has repeatedly stolen art from smaller artists. In the case of artist Tiina Menzel, her art was stolen by Shein on six separate occasions in less than a year without her permission. Each time Shein was approached for copyright claims, they would react by trying to pay off the artist for unlimited licenses with small sums of money or by simply taking the design off the item and continuing to sell it.

Shein produced many articles of clothing with typos and misprints as well. They are trying to sell so many clothes in such a short span that they are stealing art and making large mistakes in their printing. All these misprints result in the place these cheap materials have in landfills around the world.

To conclude, Shein is a fast-fashion company that we all should avoid. It has shown itself to be an irresponsible corporate citizen in many ways.



Image Source: Photo by Francois Le Nguyen on Unsplash

91 THOUGHTS ON “FEATURE: SHEIN, FAST FASHION AND SUSTAINABILITY ”



Asa Mitchell

MAY 4, 2022 AT 7:58 AM

Love this!



Ben Lacombe

MAY 4, 2022 AT 8:05 AM

Good read santorini

**Hairstyles VIP**

MAY 11, 2022 AT 5:24 AM

Thanks for your article. I also believe that laptop computers are becoming more and more popular today, and now will often be the only type of computer utilized in a household. This is because at the same time potentially they are becoming more and more affordable, their processing power keeps growing to the point where they're as potent as personal computers coming from just a few years ago.

**Polly**

MAY 20, 2022 AT 1:22 PM

Why is it I always really feel like you do?

**Etsuko**

MAY 21, 2022 AT 10:29 AM

Right on my man!

**Selma**

MAY 22, 2022 AT 11:33 PM

Right on my man!

**Loreen**

MAY 25, 2022 AT 2:18 AM

I was just telling my friend about that.

**Lawrence**

JUNE 2, 2022 AT 1:02 PM

This is really interesting, You are a very skilled blogger.
I have joined your rss feed and look forward to seeking more of your magnificent post.
Also, I've shared your website in my social networks!

**Oliver**

JUNE 3, 2022 AT 2:17 PM

Its like you read my mind! You appear to know so much about this, like you wrote the book in it or something. I think that you can do with a few pics to drive the message home a bit, but other than that, this is great blog.

A fantastic read. I'll certainly be back.



Zenobia Schnorr

JUNE 17, 2022 AT 5:58 PM

I have been browsing online greater than 3 hours nowadays, but I by no means discovered any fascinating article like yours. It is pretty worth enough for me. In my view, if all webmasters and bloggers made excellent content material as you did, the net can be a lot more useful than ever before.



trusted hackers for hire

JUNE 20, 2022 AT 1:29 PM

You have brought up a very excellent points, thanks for the post.



Nanette Manfre

JULY 1, 2022 AT 8:37 AM

Everything is very open with a very clear explanation of the issues. It was truly informative. Your site is very useful. Thank you for sharing!



zorivare worilon

JULY 1, 2022 AT 9:27 AM

Yeah bookmarking this wasn't a speculative decision great post! .



Madeline

JULY 1, 2022 AT 1:59 PM

It's amazing in favor of me to have a website, which is useful for my know-how.
thanks admin



Merle

JULY 1, 2022 AT 2:31 PM

Nice weblog right here! Also your website loads up fast! What web host are you using? Can I get your associate link on your

host? I desire my website loaded up as quickly as yours lol

**Violette**

JULY 1, 2022 AT 4:05 PM

Hey I know this is off topic but I was wondering if you knew of any widgets I could add to my blog that automatically tweet my newest twitter updates.

I've been looking for a plug-in like this for quite some time and was hoping maybe you would have some experience with something like this. Please let me know if you run into anything. I truly enjoy reading your blog and I look forward to your new updates.

**Finn**

JULY 1, 2022 AT 4:21 PM

Hello, I enjoy reading through your article post. I wanted to write a little comment to support you.

**Josefa**

JULY 1, 2022 AT 4:33 PM

Attractive section of content. I just stumbled upon your weblog and in accession capital to say that I acquire actually enjoyed account your weblog posts. Anyway I'll be subscribing on your feeds or even I success you get right of entry to persistently quickly.

**Rosalinda**

JULY 1, 2022 AT 4:46 PM

Thanks for every other excellent article.

Where else may just anyone get that kind of information in such a perfect method of writing? I have a presentation subsequent week, and I'm at the search for such info.

**Hunter**

JULY 1, 2022 AT 5:50 PM

It's really very complex in this busy life to listen news on TV, so I just use world wide web for that reason, and obtain the latest news.



Tammara

JULY 1, 2022 AT 5:51 PM

Hello there! This article couldn't be written much better! Reading through this post reminds me of my previous roommate! He always kept talking about this. I'll forward this information to him.

Pretty sure he will have a very good read. Thanks for sharing!



Renaldo

JULY 1, 2022 AT 5:55 PM

Thanks for a marvelous posting! I certainly enjoyed reading it, you will be a great author. I will make sure to bookmark your blog and definitely will come back from now on. I want to encourage you to ultimately continue your great writing, have a nice holiday weekend!



Nina

JULY 1, 2022 AT 6:03 PM

Thanks for the good writeup. It in reality was once a leisure account it. Glance complicated to far added agreeable from you! However, how could we keep up a correspondence?



Armand

JULY 1, 2022 AT 6:10 PM

Woah! I'm really enjoying the template/theme of this site. It's simple, yet effective. A lot of times it's hard to get that "perfect balance" between user friendliness and visual appearance. I must say you have done a fantastic job with this. In addition, the blog loads super fast for me on Safari.

Exceptional Blog!

**ozark ending explained**

JULY 28, 2022 AT 9:19 AM

Thanks for the blog article. Really thank you! Awesome.

**샌즈카지노**

AUGUST 15, 2022 AT 3:47 PM

Im thankful for the article post. Really thank you! Really Great.

**levitation lamp**

AUGUST 17, 2022 AT 1:17 PM

I truly appreciate this blog. Much thanks again. Really Great.

**pass driving test**

AUGUST 17, 2022 AT 4:37 PM

Hey, thanks for the article. Much thanks again. Cool.

**website**

AUGUST 19, 2022 AT 8:24 AM

Thank you for your blog post. Really looking forward to read more.

**stream to watch**

AUGUST 19, 2022 AT 11:07 AM

Wow, great blog. Thanks Again. Much obliged.

**soccer stream online**

AUGUST 19, 2022 AT 3:53 PM

I am so grateful for your blog. Really looking forward to read more. Keep writing.

**click here**

AUGUST 20, 2022 AT 5:55 AM

Appreciate you sharing, great blog article. Thanks Again. Awesome.

**apk pkv qiu qiu**

AUGUST 20, 2022 AT 9:10 AM

Thank you for your post.Thanks Again. Keep writing.

**game online slot terpercaya**

AUGUST 20, 2022 AT 12:04 PM

A round of applause for your article.Much thanks again. Really Cool.

**ambbet PGSlot**

AUGUST 20, 2022 AT 5:13 PM

Im obliged for the post.Really thank you! Fantastic.

**technomantu**

AUGUST 21, 2022 AT 2:16 AM

A round of applause for your blog post.Much thanks again. Really Great.

**customer care**

AUGUST 21, 2022 AT 4:51 AM

Very neat article.Thanks Again. Great.

**RELATIONSHIP ADVICE FOR SINGLES**

AUGUST 21, 2022 AT 3:19 PM

Thanks again for the blog post.Really looking forward to read more. Cool.

**19다모아**

AUGUST 21, 2022 AT 5:48 PM

Major thankies for the post.Much thanks again. Great.

**Send money to Kenya**

AUGUST 22, 2022 AT 10:26 AM

Thanks for sharing, this is a fantastic blog post.Really looking forward to read more. Will read on...

**investor quality leads**

AUGUST 23, 2022 AT 6:01 AM

Hey, thanks for the blog.Thanks Again. Much obliged.

**bt sport live**

AUGUST 23, 2022 AT 1:49 PM

Really enjoyed this blog.Thanks Again. Fantastic.

**livescoreasianbookie prediksi**

AUGUST 25, 2022 AT 8:39 AM

Looking forward to reading more. Great blog.Really looking forward to read more. Want more.

**business analyst certification course**

AUGUST 25, 2022 AT 3:57 PM

I appreciate you sharing this article post.Really looking forward to read more. Really Cool.

**online adult chat rooms**

AUGUST 26, 2022 AT 11:23 AM

Thanks so much for the article post.Much thanks again. Awesome.

**WOMEN HEALTH**

AUGUST 27, 2022 AT 3:22 AM

Thanks a lot for the article post.Much thanks again. Keep writing.

**สล็อตออนไลน์**

AUGUST 31, 2022 AT 12:28 PM

I really enjoy the blog post.Much thanks again. Great.

**video chat stranger adult**

SEPTEMBER 1, 2022 AT 1:12 PM

Thanks so much the information.

**steipchat**

SEPTEMBER 1, 2022 AT 7:43 PM

You are a great writer. Do you have any more webpages?

**roulette chat xxx**

SEPTEMBER 3, 2022 AT 1:05 AM

Very good information thanks so much!

**pgslot**

SEPTEMBER 3, 2022 AT 4:50 PM

Thanks for sharing, this is a fantastic article. Much thanks again. Fantastic.

**Annamaria Spinks**

SEPTEMBER 4, 2022 AT 1:35 AM

<https://tinyurl.com/yxuo8uao>

**Cheryl Pinna**

SEPTEMBER 4, 2022 AT 3:34 AM

<https://freenudez.com/x/freehookupsite/anika-gabrielle-tolentino.html>

**here**

SEPTEMBER 4, 2022 AT 3:40 AM

Muchos Gracias for your blog. Really looking forward to read more. Really Great.

**Natalya Neshem**

SEPTEMBER 4, 2022 AT 6:31 PM

<https://freenudez.com/x/freehookupsite/jk-frank.html>

**Celina Fuerstenberge**

SEPTEMBER 5, 2022 AT 12:57 PM

<https://freenudez.com/search/1/jennifer-jarvis-phillips.html>

**Hannah Meahl**

SEPTEMBER 6, 2022 AT 2:04 AM

<https://freenudez.com/search/17/alyssa-bernstein.html>

**Ilona Szerbin**

SEPTEMBER 7, 2022 AT 6:59 AM

<https://freakycrush.com/milftities/wesleylbggostosao.html>

**Daine Glaze**

SEPTEMBER 7, 2022 AT 11:48 AM

<https://freenudez.com/x/freehookupsite/thaddeus-schickling.html>

**Serena Chey**

SEPTEMBER 8, 2022 AT 6:19 AM

Thank so much for helping me.

**assignment help online**

SEPTEMBER 8, 2022 AT 7:39 AM

This is one awesome blog post. Really thank you! Much obliged.

**Lili Tollerson**

SEPTEMBER 8, 2022 AT 3:00 PM

I really admire your writing!

**website**

SEPTEMBER 10, 2022 AT 12:22 PM

Great, thanks for sharing this blog article. Much thanks again. Great.

**Svetlana Wildes**

SEPTEMBER 10, 2022 AT 2:02 PM

I am 40 year old female Thank you so much! You can see me naked <https://bit.ly/3sRIKDe>

**Janella Knows**

SEPTEMBER 10, 2022 AT 3:38 PM

You are a great writer. Do you have any more sites? You can see me naked <https://bit.ly/3sRIKDe>

**driving lessons**

SEPTEMBER 10, 2022 AT 6:37 PM

Thanks-a-mundo for the blog article. Really looking forward to read more. Much obliged.

**Betsy Nute**

SEPTEMBER 10, 2022 AT 8:22 PM

Thanks the help. You can see me naked <https://bit.ly/3sRIKDe>

**kelvin kaemingk eagan, MN**

SEPTEMBER 11, 2022 AT 6:09 AM

I loved your blog. Much thanks again. Really Great.

**Shu Crystal**

SEPTEMBER 11, 2022 AT 7:38 PM

Interested in more information. How can I contact you?

**Jewelry**

SEPTEMBER 12, 2022 AT 4:30 AM

Great blog. Thanks Again. Really Cool.

**Brittani Halliburton**

SEPTEMBER 12, 2022 AT 2:32 PM

I am interested in more information. How can I contact you?

**Leshia Chararria**

SEPTEMBER 12, 2022 AT 7:28 PM

Just wanted to say thanx!

**Kirstie Baranick**

SEPTEMBER 13, 2022 AT 8:53 AM

You are a great writer thanx.

**Pamala Kissinger**

SEPTEMBER 14, 2022 AT 1:30 AM

I just saved your webpage.

**DeeynenMi**

SEPTEMBER 14, 2022 AT 7:53 PM

gay male chat site

gay teen chat with nudes

[free roulette gay chat](#)**Ivette Michel**

SEPTEMBER 15, 2022 AT 12:43 AM

<https://xxxmeets.com/s/adult-chat-nude/whydrivestock.html>**videochatstranger**

SEPTEMBER 15, 2022 AT 11:21 PM

Thank you for sharing the information.

**GennieenMi**

SEPTEMBER 16, 2022 AT 3:58 AM

phone chat in maryland gay

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**anonymous singles chat**

SEPTEMBER 16, 2022 AT 1:25 PM

Appreciate the useful information

**Louvenia Bucco**

SEPTEMBER 16, 2022 AT 11:36 PM

Appreciate the helpful info

**Misti Chheang**

SEPTEMBER 17, 2022 AT 5:17 PM

You are a great writer thanks.

**awek bigo hot**

SEPTEMBER 18, 2022 AT 2:27 AM

I just saved your site.

**Send money to Ghana**

SEPTEMBER 18, 2022 AT 6:29 AM

I truly appreciate this blog post. Really thank you!

**live 4d**

SEPTEMBER 18, 2022 AT 11:36 AM

Thank you ever so for your article post. Really looking forward to read more. Fantastic.

**heenalove stripchat**

SEPTEMBER 19, 2022 AT 10:32 AM

I just bookmarked your page.

**MarrisenMi**

SEPTEMBER 20, 2022 AT 2:21 AM

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**laura webber bongacams**

SEPTEMBER 20, 2022 AT 3:06 AM

This information is so amazing thanks!



naomiwells cam

SEPTEMBER 20, 2022 AT 8:23 AM

This info is so great thanks!



tgirl chat rooms

SEPTEMBER 20, 2022 AT 2:32 PM

How can I reach you? I am interested in more information.



The Tesla Purple Plate

SEPTEMBER 21, 2022 AT 5:51 AM

Major thanks for the post. Really thank you! Much obliged.



free cam to cam random

SEPTEMBER 21, 2022 AT 9:22 AM

You are a great writer thanx.