

SHEIN & SUSTAINABILITY?

Shein is an online clothing brand that adds thousands of new things to its website each day. At any given moment, it had as many as 60,000 products ranging from 50 cents to 30 dollars, half as cheap as other fast fashion brands like H&M and Zara.

SHEIN UNSUSTAINABILITY

Fast Fashion Model

Unethical Labor Practice

Environmental Impact

Overproduction of Clothes

Low-cost production = Poor-quality Products

DID YOU KNOW?

Did you know? In 2022, Shein's growth in the USA soared by 9%, while popular brands like H&M and Zara faced a decline of 10%. This reveals a lack of awareness about ethical fashion, as people continue to unknowingly support fast fashion brands with questionable practices.

h&m (case study)

H&M introduced a global clothes collection program, allowing customers to drop off their unwanted clothes, which H&M then reuse, recycle, or repurpose in order to reduce waste

In addition H&M also adopted the use of sustainable materials, water conservation, green energy, sustainable packaging, closed-loop production, fair living wage, etc



92%

of H&M's total electricity consumption was derived from renewable sources in 2022

84%

of the materials used by H&M were sustainably sourced



so what is our Plan B?

1. Use upcycled and recycled clothes
2. Thrifting, swapping and renting
3. Shop from ethical and fair trade brand
4. Buy Local and Artisanal Product
5. Minimalism and mindful consumption

contacts