

## Read the article and answer the questions.

With over 10 million followers on social media, Shein is one of the most popular, fast fashion, shopping destinations for Gen Z. But, if you're not in your teens or twenties, you've probably never even heard of it. Launched in Nanjing in 2008, and based in Singapore, Shein has a reputation, for being a go-to source, for stylish and affordable clothing. It has been reported as having an astonishing valuation, of 100 billion dollars, a huge amount of money, that would make the company one of the most valuable startups, in the world. But what makes She-in really fascinating , is that it exemplifies the best, and worst aspects, of the fast fashion industry



Shein has become, very successful, by offering a wide range of clothing and styles, to suit every taste, every budget, and every occasion. Every single day, Shein updates its website with on average, 6,000 new styles—an amazing figure. They manage this, by outsourcing designing. As items begin selling, they place, larger and larger orders, with a chosen wholesaler. Also, they study online trends, to predict, which new styles might become popular. They then place orders in advance. Finally, they avoid the costs, and the time wasting of container shipping, by sending purchased items directly to the customer, by mail. For marketing, Shein uses social media platforms, like Instagram, Facebook and Tik Tok, to promote its product, to a wide audience. Influencers market its products on social media. These influencers show off the products, and help to generate interest, and awareness.

However, Shein has also faced a lot of criticism. It has been criticized for the poor quality of its clothing; for not meeting safety standards; for using child labor; and for lacking transparency. Shein's clothing is often criticized, for not lasting long. In addition, customers complain about low quality materials. Some clothing items, such as children's sleepwear, appears to be flammable, and seems not to meet safety standards. Shein has also been criticized, for its labor practices. Workers interviewed by researchers, said they typically arrived at 8 am, and left, around 10 or 10:30 pm. They have also been accused, of using underage labor. She-in also has a problem with its environmental impact. Its products generally don't meet sustainability standards, and of course, fast fashion creates a lot of trash, as products are quickly thrown away. Shein has also been accused, of design theft. Relying on suppliers for fast, cheap designs, results in the copying of products. Suppliers, have been searching the internet, including Instagram, and Etsy, and copying, other people's works, then selling them to Shein.



Despite the criticism, Shein remains a popular shopping destination for many consumers. Shein plans to continue expanding in the future. Already, it has a wide range of products, including pet items and household goods. People have been comparing it to Zara, but it could become, like an Amazon. She-in aims to become, a go-to, online retail location, for all things fashion, beauty, and lifestyle.

1. What does Shein sell? \_\_\_\_\_
2. How many new styles does the company release each day? \_\_\_\_\_
3. Who are their main customers? \_\_\_\_\_
4. How does Shein market its products? \_\_\_\_\_
5. What are some of the criticisms of Shein? \_\_\_\_\_
6. What is Shein's goal for the future? \_\_\_\_\_
7. Do you think Shein will survive? Why/why not? \_\_\_\_\_

1. Shein sells a wide range of clothing styles to suit every taste, every budget, and every occasion.
2. Shein updates its website with, on average, 6,000 new styles every single day.
3. Customers are usually Gen Z, young women in their teens and early twenties..
4. Shein markets its products on social media platforms like Instagram, Facebook and Tik Tok to promote its products to a wide audience. Influencers market its products.
5. Some of the criticisms of Shein include the poor quality of its clothing, the use of child labor, and the lack of transparency.
6. Shein's goal for the future is to become a go-to online retail location for all things fashion, beauty, and lifestyle.
7. It is difficult to say whether or not Shein will survive. The company has faced many criticisms, but it remains popular among consumers.