Dear Benjamin,

Thank you for your email. My name is Julie Robin and I am SHEIN’s Director for Government Relations in the EU, based in France.

I regret to inform you that we will not be able to participate in the roundtable discussion on 9 March 2023, due to the short notice. Nevertheless, I would like to take this opportunity to share SHEIN’s views on the topic.

Since SHEIN’s founding in 2012, we have been committed to making the beauty of fashion accessible to all. Our unique on-demand manufacturing technology connects suppliers to an agile supply chain of small and medium sized companies that dramatically reduces production waste. This allows us to deliver a variety of affordable products to our diverse customer community worldwide while cutting down SHEIN’s inventory waste to the single digits (as compared to the industry average of 25-30%).

Our ultra-low waste model reflects our focus on developing and deploying sustainable manufacturing at scale, and supports our broader commitment to protecting our shared environment.  In addition, we have:

* Emissions: Last September, SHEIN shared the findings of our 2021 greenhouse gas (GHG) emissions baselining analysis and announced our commitment to reducing our GHG emissions by 25% across our entire value chain by 2030. We are partnering with Apparel Impact Institute (Aii) and Brookfield Renewable Partners to better empower our suppliers and promote innovation focused on reducing carbon emissions.

* Sourcing: SHEIN joined the CanopyStyle initiative, aimed at transforming viscose extraction practices in forests in order to preserve nature reserves and their biodiversity. We have also begun converting a number of our core polyester fabric programs to recycled polyester, in line with our decarbonization roadmap.

* Product: SHEIN launched our evoluSHEIN product initiative to promote responsible manufacturing and materials, such as recycled polyester and forest-safe viscose sourced from Canopy-approved “green-shirt” suppliers such as Lenzing.

* Packaging: Since August 2022, SHEIN has used plastic packaging containing at least 50% recycled material for all parcels to Europe and the United Kingdom and we continue to scale back our use of virgin materials in favor of recycled content.

* Circularity: In the US, SHEIN launched SHEIN Exchange, our in-app peer-to-peer resale platform. We also launched a US$50million Extended Producer Responsibility (EPR) Fund to support communities impacted by textile waste and accelerate circularity solutions.

With many more programs and practices in motion throughout the organization, and more still to come along this evolving journey, I hope this gives you a better picture of SHEIN’s sustainability efforts. As a company, we recognize that the journey towards sustainability is a collective responsibility of the fashion industry, and we will continue to do our part.

Please feel to reach out to me if you have any further queries. I hope to be able to meet with members of the Committee on Infrastructure and Water Management and yourself on our next visit to The Netherlands, to share more.

Best regards,

Julie Robin

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