

## JAMCA INC.

<u>Name</u>	<u>Year</u>	<u>Major</u>
Anthony Marcucci	Junior	Finance
Ashley Prell	Junior	Information Systems
Cole Humphrey	Junior	Marketing
Jack Allen	Senior	Finance & Information Systems
Maggie Peng	Junior	Accountancy & Finance

**Advisor(s):** Tanner Warnick

**Topic:** Fast Fashion; Diving into Unfair Labor Practices

**Audience:** Shein Board of Directors

### Sustainable Development Goal

SDG Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

### Executive Summary

The rise of Fast Fashion has drastically altered the marketplace for clothing items across the world. In a matter of years, many companies have managed to create a marketplace for high turnover, trendy clothing that can be cycled through at an unmatched pace. In 2021, Shein was valued at \$15 billion and recently became the top-selling fast-fashion retailer. Given the high demand and high volume at which the clothing is produced and distributed, there is no substantial regulation to enforce ethical labor practices. It has been found that employees of the company have to work long hours with little pay to just complete orders on time. As one of the leading ecommerce brands across the world with a substantial number of employees, Shein has an ethical obligation to abide by and encourage fair labor practices.

We believe Shein can effectively solve unsafe and unethical working conditions in its production plants by partnering with an independent organization that monitors and enforces fair labor practices. We recommend that Shein implement a “task force” within the company to ensure that the independent organization is able to monitor all parts of Shein’s labor practices and implement recommendations from said task force. We also recommend that Shein becomes more transparent in relation to releasing information to the public about how it sources its clothes. It is currently one of the only fast-fashion brands that has yet to do so in some capacity. Shein’s substantial annual revenues allow them to make a sizable investment in monitoring labor practices within their company without impacting other parts of their business.