



# Three Wise Kangaroos

## Shein - fast fashion on steroids

### Lead-in

1. What do you pay attention to when you buy clothes?
2. How do you understand fast fashion?
3. Have you heard of Shein? What do you know about the company?



### Video

Watch the video and answer the questions.

<https://www.youtube.com/watch?v=eIuM6lykHxc>

1. How many new arrivals appear on Shein every day?
2. Who is driving the success of Shein?
3. What are Shein hauls?
4. How many pieces of clothing are Shein factory workers said to produce a day?
5. What are some problems related to Shein's production of clothes?

### Over to you

1. Is Shein popular in your country? Have you ever bought anything from Shein? If so, what attracted you to the product? Were you happy with the purchase?
2. What do you make of the fact that there are 9,000 new arrivals on Shein every day? What does it say about today's fashion?
3. Do you ever watch clothing hauls on social media? Do you think it's a good way of seeing what a product really looks like?
4. Do you follow any influencers who engage in clothing hauls? What do you think about earning a living in this way?
5. Do the alleged human rights abuses make you think any less about the company? Do you believe the consumers' greed is to blame for the factory workers' exploitation?
6. Have you ever boycotted a fashion retailer because of its unethical practices?

### Vocabulary

Look at the excerpts from the video and pay attention to the words in bold. Can you work out the meaning from the context?

- a) Your social media feed is **swarming** with fast fashion content.
- b) You can get a top for 5 **bucks**.
- c) Fast fashion brands play into **the fear of missing out**.
- d) Shein is a **notable** fast fashion brand.
- e) Users post outfits from **bulk orders** online.
- f) The cheap price tag **entices** you to get new things.
- g) Other companies try to **replicate** that success.



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h) In 2021 Shein and its counterparts were the world's least **transparent** fashion businesses.

Now match the words with their synonyms.

to be swarming with sth	the feeling or perception that other people are having fun, experiencing new things or living a better life than you
bucks	to attract
the fear of missing out (FOMO)	purchasing a large quantity of products in a single transaction
notable	to copy; to reproduce
bulk orders	open and honest, without secrets
to entice	to be filled with sth, to be full of sth
to replicate sth	worthy of attention or notice, important
transparent	unintended consequences
repercussions	dollars

## Over to you

1. Our social media feed is swarming with ads of all sorts. Do you ever click on them? Do you believe advertising on social media is the most effective form of advertising?
2. When was the last time you bought something only because it cost a couple of bucks and not because you really needed it? Are you an impulse buyer?
3. Do you often suffer from FOMO?
4. Who are the most notable fashion brands in your country? How transparent are they?
5. Do you ever make bulk orders? What products do you buy?
6. What's your favourite fashion brand? What entices you to it?
7. Do you think other companies can successfully replicate Shein's success?
8. What can be done to make the public aware of the wider repercussions of supporting fast fashion?

## Challenge

Shein is not the only notorious clothing company on the market. Many other players on the fashion market are also guilty of unsustainable practices. Read the article entitled ***Why fashion brands destroy billions' worth of their own merchandise every year.***

<https://www.vox.com/the-goods/2018/9/17/17852294/fashion-brands-burning-merchandise-burberry-nike-h-and-m>

Write a letter to one of the companies mentioned in the article in which you will express how you feel about the practices described and what the company could do in the future to avoid them.