

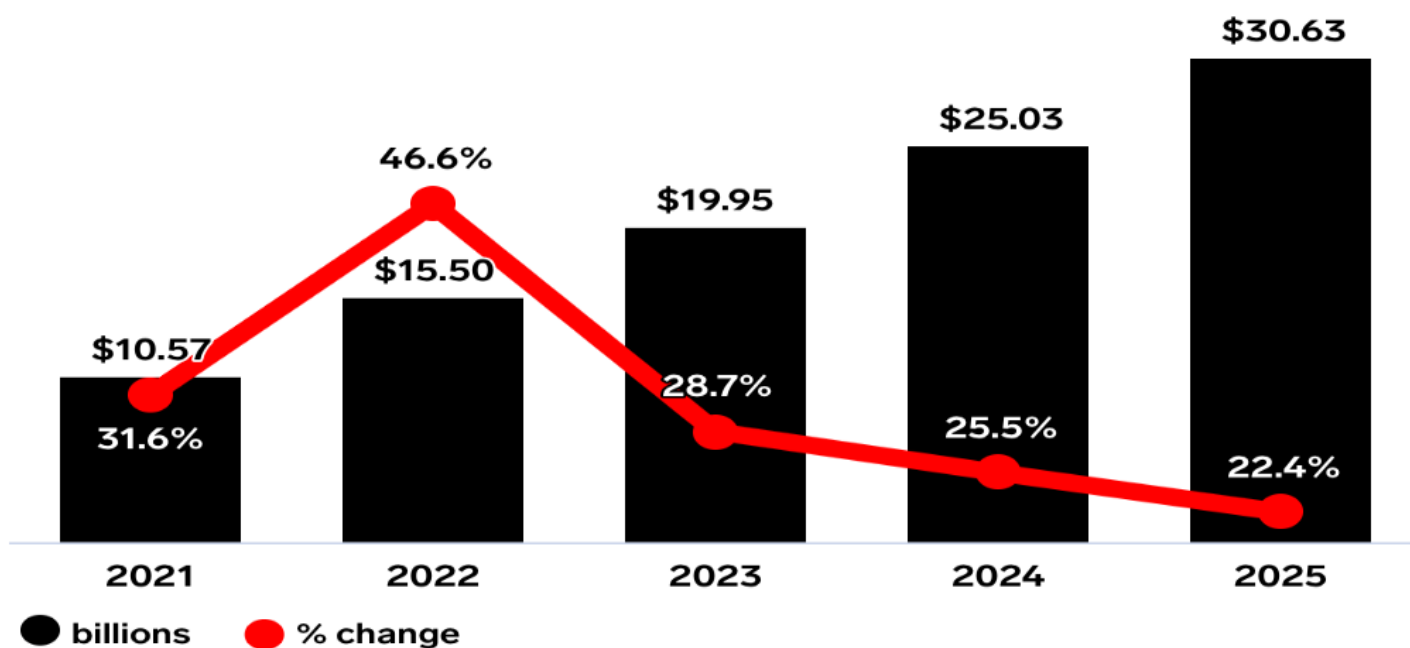
Shein's new resale marketplace won't mollify critics of its fast-fashion model

Article

The news: Shein has launched a resale marketplace, Shein Exchange, that allows US customers to buy and sell previously owned items in the fast-fashion retailer's mobile app.

- The launch appears to have two purposes: to mollify critics of the retailer’s fast-fashion model and to capture a share of the rapidly growing recommerce market.
- We expect fashion online resale marketplace sales will grow 46.6% this year to reach \$15.5 billion.

Fashion Online Resale Marketplace Sales US, 2021-2025



Note: represents sales that occur on a digital platform dedicated to the sale of secondhand clothing, accessories, and footwear; sales formats vary by platform and include peer-to-peer, consignment, or direct sales; examples include Depop, Poshmark, StockX, The RealReal, thredUP; includes purchases made on retailer-run or brand-run platforms established solely for the sale of secondhand apparel (e.g., Eileen Fisher's Renew, Lululemon's Like New, Urban Outfitters' Nuuly Thrift); excludes purchases via social media (e.g., Facebook Marketplace, Instagram), Craigslist, eBay, or at physical retail locations, such as consignment, donation, or thrift stores

Source: eMarketer, October 2021

eMarketer | InsiderIntelligence.com

Is Shein’s resale marketplace greenwashing? The launch is aimed at addressing the “ongoing issues of textile waste” and building a “future of fashion that is more circular,”

Shein noted in a [press release](#).

- However, **it's unlikely that message will resonate** with critics given that fast fashion is synonymous with inexpensive, relatively disposable clothing that is unlikely to stand up to repeated wearings.
- **The launch also comes at a time when Shein is under the microscope for its harsh labor practices.** Workers at factories in China that supply clothes to Shein regularly work up to 18 hours a day with just one day off per month, per an [undercover investigation](#) from the UK's Channel 4 and The i newspaper.

The big takeaway: There are signs that fast fashion's environmental toll is turning off younger consumers who are increasingly attuned to sustainability issues. For example, **Shein only has a 44% [approval rating](#) among Gen Z consumers, and an even worse 22% approval rating among all adults, [per](#) Morning Consult Brand Intelligence.**

- While a resale marketplace is an acknowledgement of fast fashion's environmental impact, there's little sign that Shein is seeking to address the broader issues that are endemic to its model.

Go further: For more resale insights, read our [US Online Fashion Resale](#) report.

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