

Shein's latest move will dramatically cut shipping times

Article

The news: Shein plans to make a major investment in the US market by **opening large distribution centers and embarking on a hiring spree**, [per](#) The Wall Street Journal.

- **US consumers will eventually receive orders within three or four days**, George Chiao, president of Shein's US operations, told the Journal. That would be a major improvement from the fast-fashion retailer's current long shipping times, which range from 10 to 15 days.

The rationale: Months after Shein opened its first US distribution center in Indiana, the retailer is already expanding its footprint 50% to 1.5 million square feet.

- It now plans to open a 1.8-million-square-foot distribution center in California, and another in the Northeast.
- **The growth plan comes only a few months after Bloomberg reported that the company's \$100 billion valuation is in question** as Shein [deals with slowing growth](#) ahead of a potential 2024 IPO.

The big takeaway: One potential growth area for Shein is its premium label MOTF, which launched last year. But shoppers who pay up to \$140 for a silk blazer are unlikely to be willing to wait more than two weeks for items to arrive. That's why Shein's investments are an important part of its growth plan.

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