

# Sustainability: Dior vs. Shein

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## Sustainability: Dior vs. Shein

In an ever-evolving world, there lies an interplay between mass production and mass desire. The fashion house Christian Dior represents exclusivity with its intricate, quality, and timeless designs.<sup>1</sup> Dior was founded in Paris in 1946 by Christian Dior, serving as a symbol of elegance.<sup>2</sup> The alternative, the fast fashion brand Shein, has grown to become a rising brand in recent years, and it is known for its cheap array of products. Shein was founded in Nanjing in 2008 by Chris Wu.<sup>3</sup> Outcompeting popular fast fashion brands, such as Zara and H&M, Shein has become the forefront of the fast fashion world due to the overwhelming number of styles adorned on its website.<sup>4</sup> Researching both of these successful brands, I strived to compare their business strategy models to uncover which brand is truly the most sustainable.

With this objective in mind, I reviewed both brands' sustainability initiatives: what they had already done and what areas they should build. To adequately prepare myself to take on this research paper, I conducted a market analysis to identify emerging trends and best practices in sustainability by reviewing case studies of successful sustainability initiatives. Conducting this research helped me to tailor strategic recommendations that aligned with both the brands' unique goals and industry standards. Through my findings, I contributed to the development of comprehensive roadmaps that emphasized some Environmental, Social, and Governance (ESG) criteria, which "[refers] to the rules, standards, and guidelines that govern business operations," to suggest sustainable business practices that fulfilled both brands' mission of promoting life-respecting brands.<sup>5</sup> To achieve this for both brands, I needed to utilize a comprehensive guideline that would allow me to suggest applicable solutions and develop awareness of various issues. My objective in writing this paper is to address issues present in both brands and create real-world solutions that would strengthen their brands' images.

To begin, Christian Dior is one of the world's most attributed brands, recognized for its luxury products; however, despite its popularity, it has been under fire for its "ESG and Regulatory Compliance Lapses."<sup>6</sup> Under the LVMH company, Dior has faced scrutiny for its conduct. Despite its status as a highly respected brand, Dior falsely displayed the Butterfly Mark on its sustainability page, a certification from Positive Luxury that verifies luxury brands based on whether they adhere to ESG criteria.<sup>7</sup> This display was a direct breach of the Positive Luxury terms, which states that

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<sup>1</sup> buildd. "Dior Marketing Strategy Redefining Luxury." *Buildd*, 2024, [buildd.co/marketing/dior-marketing-strategy](https://buildd.co/marketing/dior-marketing-strategy).

<sup>2</sup> DIOR. "History of the House." *Galerie Dior*, 2022, [www.galeriedior.com/en/history](http://www.galeriedior.com/en/history).

<sup>3</sup> Rajvanshi, Astha. "Shein Is the World's Most Popular Fashion Brand—at a Huge Cost to Us All." *Time*, Time Magazine, 17 Jan. 2023, [time.com/6247732/shein-climate-change-labor-fashion/](https://time.com/6247732/shein-climate-change-labor-fashion/).

<sup>4</sup> Gandhi, Jamila. "Chinese Retailer Shein Beat Zara and H&M to Become World's Largest Fashion E-Commerce Firm. Here's How." *Forbes ME*, 20 Oct. 2020, [www.forbesmiddleeast.com/consumer/retail/meet-shein-a-chinese-retailer-that-beat-zara-and-hm-to-become-the-largest-fashion-e-commerce-firm](http://www.forbesmiddleeast.com/consumer/retail/meet-shein-a-chinese-retailer-that-beat-zara-and-hm-to-become-the-largest-fashion-e-commerce-firm).

<sup>5</sup> "ESG Regulation: ESG Laws and Regulations in the U.S. | Keter Environmental." *Keteres.com*, 2022, [www.keteres.com/esg/regulation](http://www.keteres.com/esg/regulation). Accessed 1 Sept. 2024.

<sup>6</sup> AnhNguyen. "Dior Faces Regulatory Scrutiny over ESG and Regulatory Compliance Lapses." *Seneca ESG*, 6 Aug. 2024, [senecaesg.com/insights/dior-faces-regulatory-scrutiny-over-esg-and-regulatory-compliance-lapses/](https://senecaesg.com/insights/dior-faces-regulatory-scrutiny-over-esg-and-regulatory-compliance-lapses/). Accessed 1 Sept. 2024.

<sup>7</sup> "The Butterfly Mark - Certification from Positive Luxury." *Positive Luxury*, [www.positiveluxury.com/butterfly-mark/](http://www.positiveluxury.com/butterfly-mark/).

if a luxury brand does not meet the requirements, the Butterfly Mark must be removed within 90 days.<sup>8</sup>

Beyond its false display of this sustainability certification, Dior also fell “behind on disclosures required by U.K. law about working conditions in its supply chain.”<sup>9</sup> Dior’s lack of reliability regarding its working conditions emphasizes its lack of responsibility as it has not prioritized these disclosures. The purpose of these laws, in terms of ESG, is to uphold standards “to ensure companies back up what they say about sustainable business practices with their actions.”<sup>10</sup> Ultimately, ESG regulations verify that luxury brands, such as Dior, are held accountable.

Dior’s dishonesty has also continued due to its label as one of the least transparent of the major retailers. The Fashion Transparency Index, which is a measure of “how much brands disclose about their supply chains, what kind of policies they have in place and, importantly, how much they share with the public about their practices and products,” was conducted by Fashion Revolution.<sup>11</sup> Dior received a score of 22%, which was under the average for all major fashion brands. As a brand that holds profound influence, this score is quite concerning. Dior’s results showed that its lowest ranking was traceability, which is knowing where “products and their derivatives come from.”<sup>12</sup> Although Dior states that it meets its “own specific internal standards of quality development and traceability,” it is ultimately untrue.<sup>13</sup> The importance of Dior upholding its traceability is that it conveys where and how products came to be; however, there is a lack of information on where its products, specifically clothing, come from, which poses a significant challenge.<sup>14</sup> For example, child exploitation has been an ongoing problem for fashion brands worldwide, as it can occur at any stage of production.<sup>15</sup> Thus, fashion brands need to be open about their clothing traceability in order to avoid ethical issues regarding the production process.

On top of being an ethical issue, traceability is also “a key concept for companies that want to ensure their compliance with human rights standards and principles,” which is crucial for

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<sup>8</sup> Helen Reid and Mimosa Spencer. “Exclusive: Dior Fell behind on UK’s Supply Chain Disclosures.” *Reuters*, 6 Aug. 2024, [www.reuters.com/business/retail-consumer/lvmhs-dior-lagged-supply-chain-disclosure-made-outdated-esg-claim-2024-08-06/](http://www.reuters.com/business/retail-consumer/lvmhs-dior-lagged-supply-chain-disclosure-made-outdated-esg-claim-2024-08-06/).

<sup>9</sup> Helen Reid and Mimosa Spencer. “Exclusive: Dior Fell behind on UK’s Supply Chain Disclosures.” *Reuters*, 6 Aug. 2024, [www.reuters.com/business/retail-consumer/lvmhs-dior-lagged-supply-chain-disclosure-made-outdated-esg-claim-2024-08-06/](http://www.reuters.com/business/retail-consumer/lvmhs-dior-lagged-supply-chain-disclosure-made-outdated-esg-claim-2024-08-06/).

<sup>10</sup> “ESG Regulation: ESG Laws and Regulations in the U.S. | Keter Environmental.” *Keteres.com*, 2022, [www.keteres.com/esg/regulation](http://www.keteres.com/esg/regulation). Accessed 1 Sept. 2024.

<sup>11</sup> “Fashion Transparency Index Top 10 FAQs.” *Fashion Revolution*, 20 Apr. 2016, [www.fashionrevolution.org/fashion-transparency-index-top-10-faqs/](http://www.fashionrevolution.org/fashion-transparency-index-top-10-faqs/).

<sup>12</sup> Staafgard, Lena. “Why Traceability Is Key to a Sustainable Fashion Industry.” *World Economic Forum*, 27 Feb. 2024, [www.weforum.org/agenda/2024/02/how-traceability-can-help-build-a-sustainable-fashion-industry/](http://www.weforum.org/agenda/2024/02/how-traceability-can-help-build-a-sustainable-fashion-industry/).

<sup>13</sup> “SUSTAINABLE BEAUTY: From Sourcing to Formulas | DIOR US.” *Www.dior.com*, [www.dior.com/en\\_us/beauty/responsible-formulation-charter/dlp\\_other\\_responsible-formulation-charter\\_062022.html](http://www.dior.com/en_us/beauty/responsible-formulation-charter/dlp_other_responsible-formulation-charter_062022.html).

<sup>14</sup> Staafgard, Lena. “Why Traceability Is Key to a Sustainable Fashion Industry.” *World Economic Forum*, 27 Feb. 2024, [www.weforum.org/agenda/2024/02/how-traceability-can-help-build-a-sustainable-fashion-industry/](http://www.weforum.org/agenda/2024/02/how-traceability-can-help-build-a-sustainable-fashion-industry/).

<sup>15</sup> Nizzoli, Giada. “Child Labour in the Fashion Industry: Is It Still a Thing? | Sustainable Fashion Blog | Project Cece.” *Www.projectcece.com*, 25 Jan. 2023, [www.projectcece.com/blog/559/child-labour-in-the-fashion-industry/#:~:text=Child%20labour%20in%20fashion%20can](http://www.projectcece.com/blog/559/child-labour-in-the-fashion-industry/#:~:text=Child%20labour%20in%20fashion%20can).

stakeholders to make informed decisions.<sup>16</sup> As a brand that has ranked incredibly low on the traceability index, Dior must take action to ensure their openness with clients and secondary stakeholders “on whom the business depends for infrastructure.”<sup>17</sup> Without these critical stakeholders and the failure to engage them, Dior cannot maintain a sustainable business. It is important to ensure stakeholder engagement because it is vital for increasing trust within a company, identifying risks, and finally making informed decisions. If a brand fails to engage stakeholders, the results could lead to “blindspots for managers and executives.”<sup>18</sup> Thus, Dior must be truthful about its traceability to verify that it is upholding safety standards and balancing relationships with stakeholders.

Dior is also maintaining its use of authentic fur and exotic animals in its products. This choice to continue using fur and exotic animals is controversial, as many petitions have been circulating over the years for the brand to go fur-free.<sup>19</sup> In addition, on the website, Dior states that it is committed to “leaving beauty as a legacy,” and yet, it still uses fur for profit.<sup>20</sup> Since the environmental impact of fur versus faux fur is astounding, it is questionable that Dior continues to use it in its products. To put it into perspective, “1 kg of fur has a carbon dioxide equivalent (CO<sub>2</sub>e) factor of about 130 to 140 kg, compared to around 6 to 7 kg CO<sub>2</sub>e for faux fur.”<sup>21</sup> Thus, the quantity of Dior fur products has raised sustainability concerns because of the CO<sub>2</sub> they have produced. Alongside the CO<sub>2</sub> released into the environment, fur also has associated chemical risks. For example, when animals are slaughtered and skinned, their fur is treated with various toxic chemicals to “convert the putrefactive raw skin into a durable material (i.e. to keep it from rotting in the buyer’s wardrobe).”<sup>22</sup> With these toxic chemicals, salts such as ammonia, formaldehyde, hydrogen peroxide, and other chromates and bleaching agents are “used to preserve and dye fur.”<sup>23</sup> As a result of these chemical treatments, fur loses its biodegradability, which refers “to the material’s ability to decompose.”<sup>24</sup> Hence, for Dior to showcase a genuine commitment to a sustainable future, fur is an issue it must revisit.

Shifting the focus to Dior's progress, it has made significant sustainability gains through its packaging. For instance, Dior has altered its methods of selling to be more sustainable: By 2028, 100% of its products will be refillable; by 2028, 0% of new fossil-based virgin plastics will be created; and by 2030, 50% less per product, mL or G, will be implemented. Through Dior’s new

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<sup>16</sup> Konesens Development. “Implementing Traceability Processes to Support Human Rights.” *Konesens Development*, 2024, [konesensdevelopment.com/shared-humanity-blog/f/implementing-traceability-processes-to-support-human-rights](https://konesensdevelopment.com/shared-humanity-blog/f/implementing-traceability-processes-to-support-human-rights). Accessed 22 Aug. 2024.

<sup>17</sup> “Business Process Management Journal.” *Emerald Journals*, vol. 12, no. 6, 2006.

<sup>18</sup> Tsipursky, Dr Gleb. “Mastering Stakeholder Engagement to Drive Business Success.” *Forbes*, 2023, [www.forbes.com/sites/glebtsipursky/2023/04/23/mastering-stakeholder-engagement-to-drive-business-success/](https://www.forbes.com/sites/glebtsipursky/2023/04/23/mastering-stakeholder-engagement-to-drive-business-success/).

<sup>19</sup> Rauturier, Solene . “How Ethical Is Dior?” *Good on You, Good On You*, 9 Nov. 2022, [goodonyou.eco/how-ethical-is-dior/](https://goodonyou.eco/how-ethical-is-dior/).

<sup>20</sup> “Our Mission: To Leave a Legacy of Beauty and Be Fully Committed | DIOR US.” *Www.dior.com*, [www.dior.com/en\\_us/beauty/store-page-folder/our-commitments.html#christian-dior-parfums-x-wwf](https://www.dior.com/en_us/beauty/store-page-folder/our-commitments.html#christian-dior-parfums-x-wwf).

<sup>21</sup> “Fur’s Environmental Impact.” *PETA UK*, [www.peta.org.uk/features/furs-environmental-impact/](https://www.peta.org.uk/features/furs-environmental-impact/).

<sup>22</sup> “Fur’s Environmental Impact.” *PETA UK*, [www.peta.org.uk/features/furs-environmental-impact/](https://www.peta.org.uk/features/furs-environmental-impact/).

<sup>23</sup> “Fur’s Environmental Impact.” *PETA UK*, [www.peta.org.uk/features/furs-environmental-impact/](https://www.peta.org.uk/features/furs-environmental-impact/).

<sup>24</sup> Prime. “Biodegradable Materials: What Is It, What Is It Used for and Practical Examples.” *Primebiopolymers*, 31 Aug. 2022, [primebiopol.com/biodegradable-materials/?lang=en](https://primebiopol.com/biodegradable-materials/?lang=en).

commitments, it has showcased that it intends to “achieve a low-carbon redesign of the full range of [its] products to reduce CO<sup>2</sup> emissions at every step of their lifecycle, using simpler, lighter, recycled and less-emitting materials, phasing out virgin plastics while aiming toward zero waste.”<sup>25</sup> Although Dior is not going above and beyond, it has shown that it is attempting to work towards a more sustainable future.

However, by understanding the areas that Dior could build on, there is clearly much room for improvement. In regard to traceability, Dior needs to be more transparent about its production and manufacturing process. Ultimately, Dior’s low traceability score has revealed its unreliability to its active and potential customers. Since brand credibility and ethics play an important role in how customers may receive a brand, honesty is critical to preserving trust, loyalty, and success.<sup>26</sup> In order for Dior to shift its narrative, it must prove its dedication to protecting the environment. If Dior chooses to reflect genuine concern rather than inauthentic concern, it will strengthen and improve its brand image and reputation. One way for Dior to differentiate itself from its competitors would be to sell a product that's proceeds go to charity. An example of a successful and similar initiative has been Aritzia’s ceramic dogs. These ceramic dogs have taken the internet by storm: Everyone is rushing to buy the dogs from Aritzia stores nationwide. These dogs are not only adorable, but they also serve functional purposes beyond simply raising money for charity.<sup>27</sup> If Dior were to produce a similar product and add its signature luxury appeal, it would surely become an internet phenomenon and successful initiative. Since Dior already sells teddy bears on its website, it would simply need to build upon that style to create a new and more forward design, such as a cheetah or leopard print one. If Dior were to do this, it would not only give it a competitive advantage over luxury brands such as Louis Vuitton, but it would prove its commitment to protecting the environment.

In addition to proving its commitment to protecting the environment, Dior should evaluate its use of authentic fur in its products. Understanding the profound impact that fur production has on the environment, it is important to evaluate the ESG criteria that Dior should focus on and which commitments it should reevaluate. The most simple and foolproof solution for Dior would be to switch from using fur to faux fur; however, the likelihood of Dior implementing such a drastic change is very unlikely. Hence, Dior should ensure that they meet the highest ESG standards in terms of fur production. For instance, Dior must be honest and upfront with those who may be concerned by its compliance with ESG standards. Rather than continue not to certify “vegan products and its owners” and its use of “exotic animal skins,” Dior must hold itself more accountable.<sup>28</sup> This responsible conduct would be helpful for Dior because it would showcase that it is willing to amend its faults and truly comply instead of doing the bare minimum.

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<sup>25</sup> “Our Mission: To Leave a Legacy of Beauty and Be Fully Committed | DIOR US.” *Www.dior.com*, [www.dior.com/en\\_us/beauty/store-page-folder/our-commitments.html#christian-dior-parfums-x-wwf](http://www.dior.com/en_us/beauty/store-page-folder/our-commitments.html#christian-dior-parfums-x-wwf).

<sup>26</sup> Suresh Babu Raghavan. “Ethical Considerations in Customer Engagement: Balancing Profitability with Consumer Trust.” *International Journal of Research Publication and Reviews*, vol. 5, no. 3, 21 Mar. 2024, pp. 6418–6427, <https://doi.org/10.55248/gengpi.5.0324.0873>.

<sup>27</sup> “Aritzia\U0026#39;S Ceramic Dog Craze: A Paw-Some Addition to Your Home-Puffuny.” *Puffuny.com*, 2024, [www.puffuny.com/newsinfo/927337.html](http://www.puffuny.com/newsinfo/927337.html). Accessed 1 Sept. 2024.

<sup>28</sup> “Dior - Make Up: Ethical Sustainable Comparison- the Good Shopping Guide.” *The Good Shopping Guide*, 2 Aug. 2024, [thegoodshoppingguide.com/brand-directory/dior/#:~:text=Dior%20receives%20a%20bottom%20rating](http://thegoodshoppingguide.com/brand-directory/dior/#:~:text=Dior%20receives%20a%20bottom%20rating). Accessed 1 Sept. 2024.

Moving onto Shein and its sustainability, it also has a lack of sustainability because of its immeasurable amounts of cheap and mass-produced styles. Regardless, before diving into Shein's sustainability, one must understand the ways in which fast fashion has emerged as a rising force. In 2020, during the infamous COVID-19 pandemic, Shein skyrocketed in fame and raised a shocking 10 billion dollars in revenue.<sup>29</sup> Shein reached this level of popularity because of its marketing through various social media platforms, such as TikTok. Through these apps, influencers made videos on their Shein hauls, which “[amplified] the latest trends and styles at insanely low prices, creating huge demand among young women in particular.”<sup>30</sup> For example, if one were to search “Shein Hauls” on TikTok, one could find thousands of videos of influencers trying on numerous outfits, often depicting current and popular trends. This social media strategy was incredibly effective as it “has been wildly successful for the company, pushing Shein to the top of the fashion ladder—and making it the world’s most popular fashion brand in 2022.”<sup>31</sup>

Although Shein’s low prices and abundant styles may be appealing to customers, they have harmful implications for the environment. Shein adds approximately 2,000 new styles to its website each day, setting in stone its ability to outcompete other leading fast fashion brands; however, it has come with grave consequences.<sup>32</sup> As a result of Shein’s excessive styles, many of its products tend to “end up in landfills, which contributes to further environmental problems.”<sup>33</sup> Shein’s overproduction is relevant to understanding why it lacks sustainability, as its excessive styles have led to damaging environmental consequences. With its excessive styles, Shein is notoriously known for its knockoff or stolen designs. This strategy has raised concerns for many, especially regarding Shein’s brand reputability, as it borders the line of selling illegal items or infringing on intellectual property rights.<sup>34</sup> Copying other brands’ products is frowned upon by in the fashion industry, which is why brands like Oakley have sued Shein for copying its designs and goods. Thus, as a result, Shein has hurt its brand image in the public eye.

Shein has also faced scrutiny for its lack of quality supply chain management. In terms of its suppliers, Shein has lacked transparency with the public, which has led to outbreaks of hostile responses.<sup>35</sup> One significant problem Shein has and is continuing to face is its working conditions in factories, as there have been concerns in regard to the workers who supply the flow of cheap products. An external report has found workers at some of the factories working up to “13-and-a-

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<sup>29</sup> Burdon, Eric. “<https://www.knowesg.com/Featured-Article/What-Is-The-Impact-of-Sheins-Fast-Fashion>.” *KnowESG*, 23 May 2023, [www.knowesg.com/featured-article/what-is-the-impact-of-sheins-fast-fashion](http://www.knowesg.com/featured-article/what-is-the-impact-of-sheins-fast-fashion).

<sup>30</sup> Burdon, Eric. “<https://www.knowesg.com/Featured-Article/What-Is-The-Impact-of-Sheins-Fast-Fashion>.” *KnowESG*, 23 May 2023, [www.knowesg.com/featured-article/what-is-the-impact-of-sheins-fast-fashion](http://www.knowesg.com/featured-article/what-is-the-impact-of-sheins-fast-fashion).

<sup>31</sup> Rajvanshi, Astha. “Shein Is the World’s Most Popular Fashion Brand—at a Huge Cost to Us All.” *Time*, Time Magazine, 17 Jan. 2023, [time.com/6247732/shein-climate-change-labor-fashion/](https://time.com/6247732/shein-climate-change-labor-fashion/).

<sup>32</sup> Rajvanshi, Astha. “Shein Is the World’s Most Popular Fashion Brand—at a Huge Cost to Us All.” *Time*, Time Magazine, 17 Jan. 2023, [time.com/6247732/shein-climate-change-labor-fashion/](https://time.com/6247732/shein-climate-change-labor-fashion/).

<sup>33</sup> Burdon, Eric. “<https://www.knowesg.com/Featured-Article/What-Is-The-Impact-of-Sheins-Fast-Fashion>.” *KnowESG*, 23 May 2023, [www.knowesg.com/featured-article/what-is-the-impact-of-sheins-fast-fashion](http://www.knowesg.com/featured-article/what-is-the-impact-of-sheins-fast-fashion).

<sup>34</sup> Sato, Mia. “New EU Regulations Target Shein’s Counterfeit Fashion Problem.” *The Verge*, 26 Apr. 2024, [www.theverge.com/2024/4/26/24141330/shein-fast-fashion-eu-digital-services-act-counterfeit-intellectual-property](https://www.theverge.com/2024/4/26/24141330/shein-fast-fashion-eu-digital-services-act-counterfeit-intellectual-property).

<sup>35</sup> Burdon, Eric. “<https://www.knowesg.com/Featured-Article/What-Is-The-Impact-of-Sheins-Fast-Fashion>.” *KnowESG*, 23 May 2023, [www.knowesg.com/featured-article/what-is-the-impact-of-sheins-fast-fashion](http://www.knowesg.com/featured-article/what-is-the-impact-of-sheins-fast-fashion).

half-hour days with two to three days off a month, while those at the second site were working up to 12-and-a-half hours a day, with no fixed structure for days off.”<sup>36</sup> Reports such as this are hurting Shein’s brand image and reputation as it showcases that it is not maintaining safe working conditions for its workers. Shein has also recently “earned zero out of 150 points on a rubric maintained by Remake, a nonprofit advocating for better labor and environmental practices.”<sup>37</sup> This score represents Shein’s reality: It sells “an enormous volume of disposable clothing, and it discloses so little about its production that it is impossible to even begin to gauge its environmental footprint.”<sup>38</sup> Ultimately, Shein’s lack of transparency regarding whom they use to “maximize revenue and minimize costs” has led to its declining reputation, cementing itself as an unsustainable brand.<sup>39</sup>

However, despite Shein’s negative brand image, it has taken some initiative to improve its reputation. For example, Shein has donated \$15 million to the Or Foundation, which is remarkable as it is the first brand to recognize waste in Ghana.<sup>40</sup> Beyond donating money, it has also attempted to improve its environmental impact by launching the Shein Exchange. In this exchange, individuals can resell clothing purchased from Shein.<sup>41</sup> This idea is quite innovative; however, it is difficult for these individuals to sell as they compete with Shein, who has the advantage of selling new products rather than old ones. Thus, despite Shein’s willingness to reduce its ecological footprint, ultimately, it must do more.

For Shein to prove its desire to reduce its environmental impact, it should do something meaningful. For example, although the Shein Exchange is a great idea in theory, an alternative initiative may be more beneficial to improving their brand image. Rather than having individuals resell Shein clothes and compete with Shein itself, it could simply pay customers a certain amount to give their old clothes back to Shein. Through this process, Shein could reuse these materials to sell new products or create a sustainable line that would appeal to a new target market that is interested in protecting the environment. Beyond this, Shein should address its lack of transparency publicly and take ownership, as it is unacceptable for a largely impactful brand not to do so. If Shein is truly committed to becoming a sustainable brand, it needs to uphold honesty regarding the issues that exist within its supply chain and production process.

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<sup>36</sup> The Guardian. “Shein Admits Working Hour Breaches and Pledges £12m to Improve Sites.” *The Guardian*, 5 Dec. 2022, [www.theguardian.com/business/2022/dec/05/shein-admits-working-hour-breaches-and-pledges-12m-to-improve-sites](http://www.theguardian.com/business/2022/dec/05/shein-admits-working-hour-breaches-and-pledges-12m-to-improve-sites).

<sup>37</sup> O’Connor, Lydia. “Influencers Accused of Helping Shein Sanitize Its Poor Factory Conditions.” *HuffPost*, HuffPost, 28 June 2023, [www.huffpost.com/entry/shein-influencers-china-factory-trip\\_n\\_649b575de4b08f8cfcea3bb5#:~:text=Shein%20denies%20the%20allegations%20of](http://www.huffpost.com/entry/shein-influencers-china-factory-trip_n_649b575de4b08f8cfcea3bb5#:~:text=Shein%20denies%20the%20allegations%20of). Accessed 2 Sept. 2024.

<sup>38</sup> Vara, Vauhini. “Fast, Cheap, and out of Control: Inside Shein’s Sudden Rise.” *Wired*, 4 May 2022, [www.wired.com/story/fast-cheap-out-of-control-inside-rise-of-shein/](http://www.wired.com/story/fast-cheap-out-of-control-inside-rise-of-shein/).

<sup>39</sup> Vara, Vauhini. “Fast, Cheap, and out of Control: Inside Shein’s Sudden Rise.” *Wired*, 4 May 2022, [www.wired.com/story/fast-cheap-out-of-control-inside-rise-of-shein/](http://www.wired.com/story/fast-cheap-out-of-control-inside-rise-of-shein/).

<sup>40</sup> Britten, Fleur. “Fast-Fashion Giant Shein Pledges \$15m for Textile Waste Workers in Ghana.” *The Guardian*, 8 June 2022, [www.theguardian.com/global-development/2022/jun/08/fast-fashion-giant-shein-pledges-15m-for-textile-waste-workers-in-ghana](http://www.theguardian.com/global-development/2022/jun/08/fast-fashion-giant-shein-pledges-15m-for-textile-waste-workers-in-ghana).

<sup>41</sup> Burdon, Eric. “<https://www.knowesg.com/Featured-Article/What-Is-The-Impact-of-Sheins-Fast-Fashion>.” *KnowESG*, 23 May 2023, [www.knowesg.com/featured-article/what-is-the-impact-of-sheins-fast-fashion](http://www.knowesg.com/featured-article/what-is-the-impact-of-sheins-fast-fashion).

With Dior and Shein, ultimately, there are many problems to address. This research paper should be viewed as a suggestion for improving the vast issues of sustainability in the fashion industry. As an avid shopper, my recommendations are subjective but based on other successful initiatives I have read about or seen implemented in the fashion industry. The question of which business is more sustainable, ultimately, is incredibly difficult to answer as it falls upon which criteria is at hand. Although Dior has significant traceability issues and neglects to cease its use of authentic fur, it has made efforts to better itself. The same could be said about Shein in regard to its excessive styles, as it has made an active effort to become more sustainable. Thus, both brands have much to improve on, and from here, it is up to them to dictate the future of their brands and the long-term impact they may have on the world.



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