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# **Reinventing Ultra-Fast Fashion: Strategic Growth Recommendations for SHEIN's Sustainable Brand Development**

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## **Abstract**

Fast fashion retail faces unprecedented challenges in balancing rapid growth with increasing consumer demands for sustainability, quality, and ethical practices. SHEIN, despite being the largest fast fashion brand in the United States, experienced a decline in valuation due to shifting consumer priorities toward transparency and responsibility. This paper explores how SHEIN can evolve from a pure-play fast fashion retailer into a sustainable, premium-accessible brand through primary and secondary research analysis. A mixed-methods approach combining survey data from respondents and sentiment analysis of 1250 consumer reviews across seven digital platforms reveals three distinct consumer segments, identifying critical pain points including quality concerns and skepticism on sustainability. The research proposes a three-tiered strategic framework—namely the “SHEIN Evolution Pyramid”—encompassing operational excellence and sustainability (foundation), strategic premiumization and revenue diversification (differentiation), and omnichannel expansion and brand elevation (experience). Data-driven strategic recommendations provide a roadmap for maintaining cost leadership while addressing consumer trust, offering insights applicable to the broader challenge of the fast fashion industry's transformation.

**Keywords:** Brand Strategy, Marketing Management, Fast Fashion, Premiumization, Omnichannel Strategy, Consumer Behavior, Sustainability