

FASTER FAST FASHION

ALWAYS ON TREND WITH REAL-TIME PRODUCTION

Shein is an online fast-fashion company that competes by responding to trending themes at extreme speed. Its facing challenges to balance this hyper-fast model with rising concerns around sustainability, and the volatility of micro-trends driven by social media. With thousands of new items added daily and design cycles as short as 48 hours. It navigates a market where fashion signals shift instantly and consumer behavior becomes both the source of inspiration and the biggest operational risk.

The company captures every customer interaction and combines this with social-media trend scanning to detect weak signals of emerging micro-aesthetics before competitors. Its on-demand model uses small-batch testing, rapid iteration, and a digitally integrated supplier network to scale only what works.



WHAT WOULD SHEIN DO?

**1. How can (digital) user input
have a more direct effect?**

2. How to do micro launches?

**3. How could you speed up innovation
from idea to launch in 14 days?**