

SHEIN RETHREAD MEDIA KIT

Florence Clancy, Elisa Gunawardana, Melina Nastasi, Nicholas Salgado, Christina Yu

BACKGROUND INFORMATION:

Shein has been a successful brand for years, providing trendy clothing to our loyal and fashionable customers. In recent years, our consumers have expressed concern about labor conditions as well as environmental impact within our company.

We fully hear and acknowledge these issues, and we are here today to introduce our plans to make systemic changes within our brand to solve them. These changes will include new sustainability practices, new hires to manage labor and production, as well as new company policies.

For these tasks, we introduce Shein ReThread: a team of sustainability and communication experts who are dedicated to changing Shein for the better.

MISSION STATEMENT

Our mission is to deliver the styles you love while doing so sustainably, ethically, and transparently. We believe staying on-trend should never come at the cost of our planet or the people who make our clothes. By prioritizing eco-friendly materials, reusing fabric scraps, and implementing a slow fashion model, Shein is committed to creating a more responsible future for fashion.

GLOBAL REACH

Shein is one of the largest and fastest-growing fashion companies in the world, serving 150 countries with stylish, sustainable clothes. Through its exciting digital presence and strong international operations, Shein has supplied over 88 million customers worldwide.

MEET THE TEAM

Chief Executive Officer, Elisa Gunawardana



This year marks Elisa Gunawardana's fourth year as CEO of Shein. After graduating from Rutgers University with a degree in Journalism & Media Studies, Gunawardana worked in management and marketing in the fashion industry for years. This experience prepared her to be CEO of Shein, where she has consistently worked to change the brand's ethos and image into one that is more sustainable and ethical. The Shein ReThread team has been a major accomplishment towards that mission.

Sustainability Manager, Florence Clancy



New to the Shein ReThread team, Florence Clancy is the perfect addition to a team focused around helping the planet. After graduating with a fashion degree in London, she has dedicated her career to working with sustainable brands to develop them and has since moved into working for brands that want to get into the sustainability sphere. She is a trusted and well known figure in the sustainable fashion world, working with notable brands. Clancy has already brought so many fresh new ideas to Shein ReThread and her experience makes her perfect for the mission of ReThread.

Press Secretary, Nicholas Salgado



Nicholas Salgado brings a sharp communications instinct and a global perspective to his role as Press Secretary for Shein ReThread. As a Rutgers University graduate with a degree in Journalism & Media Studies, Salgado found his passion in shaping the narratives that define how the world sees major organizations. After graduating, he built his PR career working across the U.S. advising major corporations on crisis communications. Known for his ability to build trust between organizations and the public, Salgado has led communications for several high-profile brand campaigns across the fashion and retail industries. Salgado's experience has made him the ideal choice to serve as the public voice for Shein ReThread.

Creative Director, Christina Yu



Christina Yu has a strong background in cross-border digital marketing, content strategy, and visual storytelling to her role as Creative Director for Shein ReThread. She has the experience to work in brand campaigns, livestream production, and international content development. She has worked on large-scale digital projects, contributing to campaigns that reached millions of viewers and supported brand growth across global markets. At Shein ReThread, Yu leads the creative direction of the campaign, overseeing visual content and video production to ensure the brand's message of sustainability and transparency is clearly communicated. Known for her ability to combine data-driven insights with creative execution, she focuses on building content that connects with diverse audiences and strengthens Shein's evolving brand identity.

Head of Social Media, Melina Nastasi



After graduating from Rutgers University with a degree in Journalism & Media Studies and Communication, Melina Nastasi joined Vogue as a social media intern. During her six-month internship, she demonstrated strong skills in digital storytelling and audience engagement, earning her a promotion to Social Media Manager. In this role, she oversaw all digital content strategy and managed influencer marketing partnerships, helping to increase Vogue's engagement. After four years with Vogue, Nastasi transitioned to a new role as Head of Social Media for Shein ReThread. There, she continues to build her expertise in fashion marketing, leading creative, exciting campaigns that connect audiences across platforms. With a focus on transparency, accessibility, and creativity, Nastasi's approach to digital marketing centers on building authentic relationships between brands and consumers, while delivering easy-to-understand content that keeps consumers engaged.



MEDIA ADVISORY

Contact: Contact Nicholas Salgado

Press Secretary

Shein ReThread

SheinReThread@gmail.com

908.367.9082

Shein ReThread Press Conference Announcement

Initiative seeking to rebrand Shein by bringing new environmental and labor policies for the company.

WHO: Driven by the Shein ReThread executive team and corporate responsibility leaders. The CEO, sustainability manager, creative director, press secretary, and head of social media come together to announce Shein's new direction focused on accountability, improved labor practices, and stronger environmental commitments, bringing forward a new era for Shein.

WHAT: A press conference announcing Shein's new direction, featuring speakers from across the company's executive board who will outline major changes to labor practices and environmental policies. Attendees will hear directly from the CEO about newly implemented regulations, with informational pamphlets distributed to emphasize Shein's renewed commitment to ethical labor standards and reduced environmental impact. The CEO will also announce plans to open new Shein locations in environmentally conscious areas, focusing on a "slow fashion" model that prioritizes sustainability over mass production. The company will introduce increased wages for workers, and inspections will be conducted across every facility, new and old, to allow for safe working conditions.

WHERE: The Rutgers School of Communication and Information (SC&I): 4 Huntington Street, New Brunswick, NJ 08901

WHEN: Wednesday, April 22, 2026, 10:20am-1:20pm Press Conference

WHY: Shein is holding this press conference to openly apologize for past actions, take full accountability, and directly address concerns, including child labor allegations, as the company starts a new chapter. By acknowledging these issues head-on, Shein officials aim to be clear about where they went wrong and how they plan to make improvements. The company will outline new labor policies, stricter oversight, and environmental regulations as part of its commitment to change. This event is designed to rebuild trust with consumers, employees, and stakeholders by showing that Shein is serious about correcting its mistakes and moving forward with a more ethical and responsible business model.

INDIVIDUAL INTERVIEW OPPORTUNITIES:

- Elisa Gunawardana, CEO of Shein ReThread
- Florence Clancy, Sustainability Manager of Shein ReThread
- Nicholas Salgado, Press Secretary of Shein ReThread
- Christina Yu, Creative Director of Shein Rethread
- Melina Nastasi, Social Media Head of Shein ReThread

Any questions may be directed to Nicholas Salgado

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FOR IMMEDIATE RELEASE

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Shein Launches ReThread Initiative Focused on Sustainability and Fair Labor Practices

NEW BRUNSWICK, N.J. (Wednesday, April 22, 2026) – Today, Shein announced the launch of a new division called Shein ReThread, marking a significant step forward following past concerns about labor practices and environmental impact. This new department represents the company’s effort to move forward with greater accountability and a renewed focus on doing better.

How Is Shein ReThread Changing Its Environmental Impact?

As part of this transition, Shein ReThread is introducing a more responsible approach to its fast fashion model. The company’s new sustainability line will incorporate the following changes over the next few months:

- ReBloom - a new sustainability line offering the same styles with eco-friendly materials
- Reduced production waste through streamlined manufacturing processes
- Adoption of “slow fashion” principles to lower the brand’s overall environmental footprint

What New Labor Policies Is Shein ReThread Implementing?

The company is rolling out updated labor policies across its facilities worldwide, including:

- Stricter age verification measures to directly address past child labor allegations
- Increased wages for workers across all production facilities
- Regular third-party inspections of all facilities, both new and existing, to ensure safe and fair working conditions

Shein ReThread is also using this moment to openly acknowledge the brand's past mistakes. The company says it is committed to taking responsibility and being transparent about the steps it is taking to improve.

“This isn’t just a new department; we’re looking to move the company in a whole new direction that will better meet our customers’ expectations and elevate our standards across every area.” Shein CEO Elisa Gunawardana said. “We know where we need to improve, and these changes are just the beginning. We invite our loyal customers to join us in making this transition toward a more responsible and sustainable future.”

That message reflects a broader shift in approach. Rather than relying on quick fixes, Shein ReThread focuses on long-term change, taking the time to rebuild trust through consistent action. By stepping back and reimagining how the company operates, Gunawardana is approaching this as an ongoing process, not a one-time response.

As Shein ReThread gets underway, this new division is meant to be better for everyone, from the workers behind the clothes to the customers buying them. By focusing on more responsible practices and being more transparent, the company is taking real steps toward a stronger future. Shein ReThread is inviting customers, partners, and stakeholders to be a part of this journey, supporting a division that holds Shein to higher standards.

Quick Summary: Key Facts About Shein ReThread

- Company: Shein, launching new division Shein ReThread (announced April 22, 2026)
- Goal: Greater accountability, sustainability, and fair labor practices
- New: Eco-friendly product line (ReBloom), third-party labor inspections, increased worker wages
- Contact: SheinReThread@Gmail.com | 908.367.9082

Frequently Asked Questions (FAQ)

Q: What is Shein ReThread and why is Shein launching it?

A: Shein ReThread is a new division within Shein created to address past criticism over labor practices and environmental harm. Rather than a rebrand, it represents a dedicated department focused on accountability, transparency, and driving long-term improvements across the entire company.

Q: Is Shein ReThread still a fast fashion brand?

A: Shein ReThread operates as a sustainability-focused initiative within Shein, introducing more responsible production practices, a new sustainability line alongside Shein’s existing offerings. The goal is to balance affordability and style with a more environmentally responsible process.

Q: How can customers identify ReBloom products?

A: ReBloom items are clearly marked with a dedicated ReBloom tag and logo stitched onto each piece. These indicators confirm that the item was produced using ReThread's updated sustainability practices and materials.

Q: What makes ReBloom products more sustainable?

A: ReBloom items incorporate eco-friendly materials, repurposed fabric scraps, and more efficient production methods that rely less on fossil fuels and reduce waste.

Q: Will ReBloom clothing cost more?

A: The ReBloom line aims for affordability while introducing more sustainable and responsible production practices. While the pricing may vary depending on materials, the products may increase slightly.

Q: Is all Shein clothing now sustainable?

A: Shein implemented ReThread as a new department within the company. While Shein clothing is not fully sustainable, it still values the planet and is slowly working to become a fully-sustainable brand. Shein ReThread is the first step to changing old practices.

Q: How is Shein ReThread addressing past child labor allegations?

A: Shein ReThread is implementing stricter age verification at all facilities, along with mandatory third-party inspections at both new and existing locations worldwide. These measures are designed to ensure that all workers are employed under safe, fair, and legal conditions.

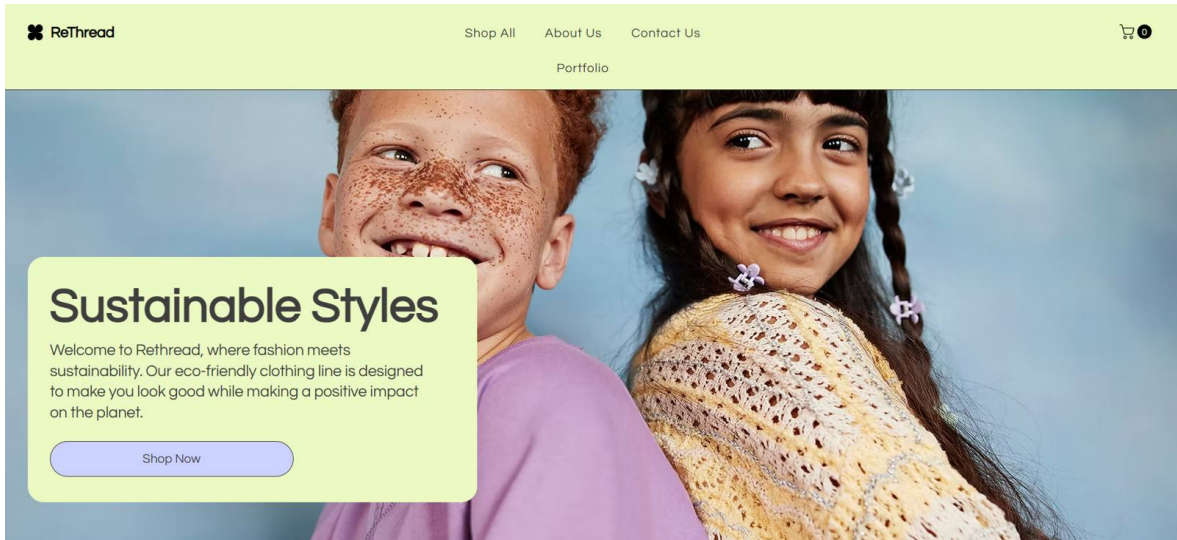
Q: Where can I learn more about Shein ReThread's sustainability and labor reforms?

A: Full details are available in the official Shein ReThread media advisory. For additional inquiries, contact Press Secretary Nicholas Salgado at SheinReThread@gmail.com or 908.367.9082.

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OFFICIAL SHEIN RETHREAD WEBSITE

To see updates, visit SheinReThread.com



LOGO



PRODUCT LAUNCH



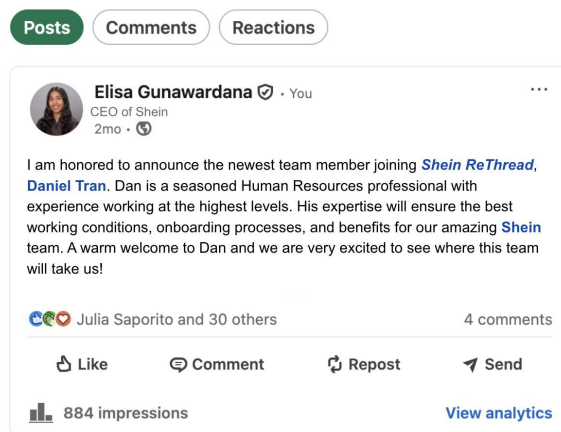
SHEIN RETHREAD: A NEW DIRECTION

Learn more about Shein's efforts to prioritize more sustainable and ethical practices by watching our official campaign video: [A New Direction](#). Or visit @SheinReThread on TikTok.

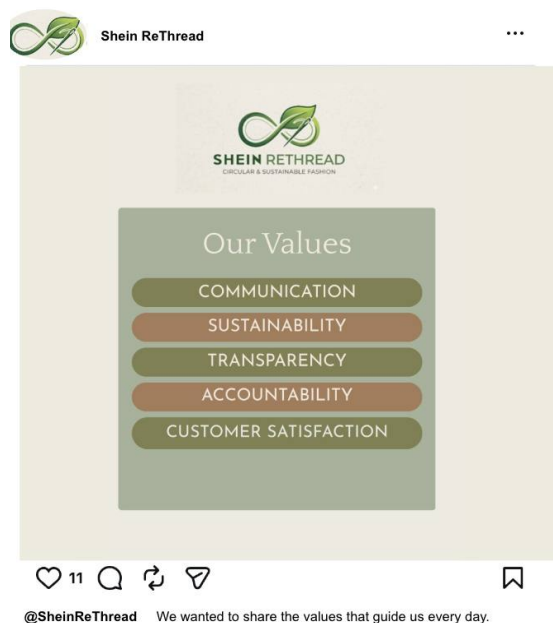
SOCIAL MEDIA PROMOTION

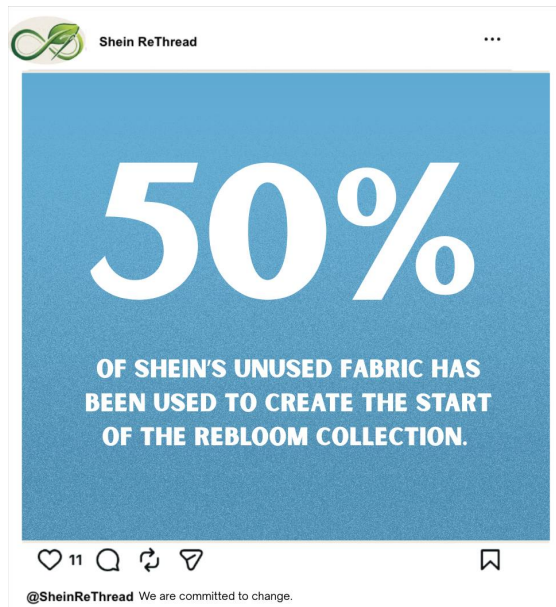
See our influencer partnerships and what others are saying about ReBloom, visit @SheinReThread on Instagram, TikTok, X, and YouTube, or go to sheinrethread.com/socials.

LINKEDIN



INSTAGRAM



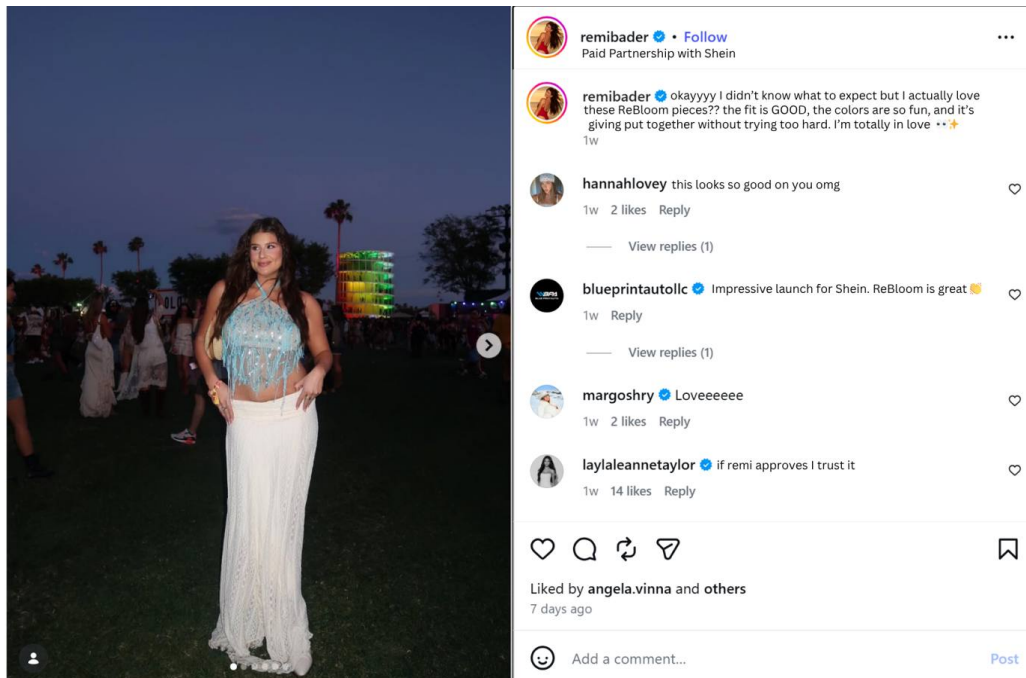


Statistics

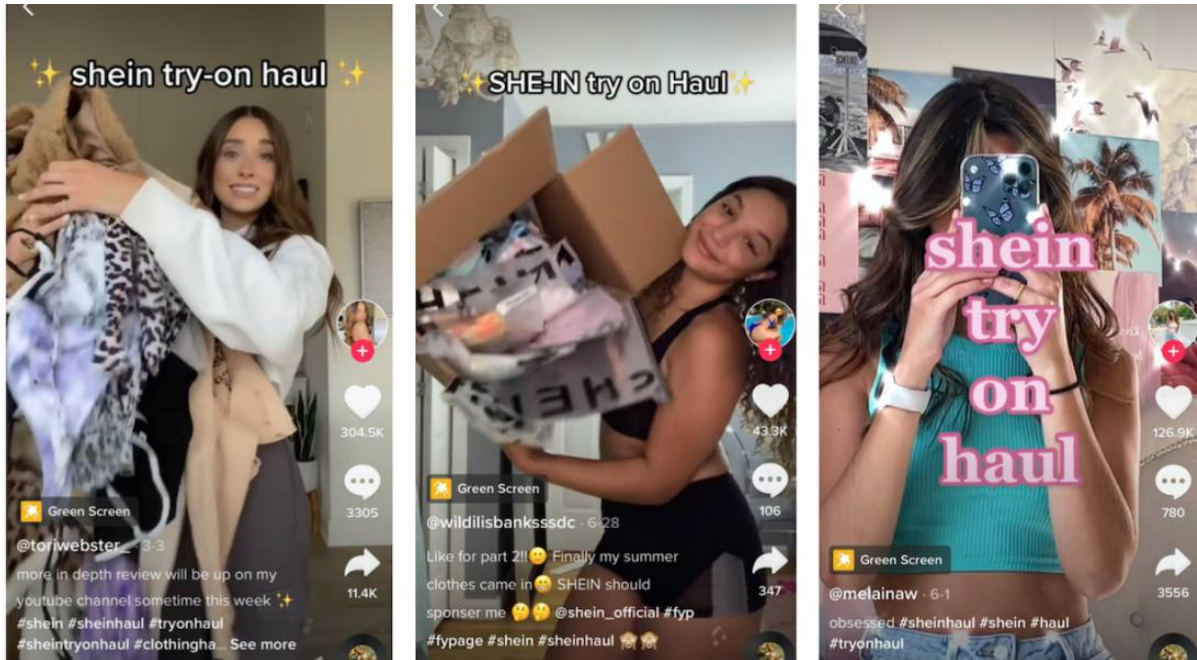
Nearly 50% of Shien's old, unused fabric is being reused for the new ReBloom line. Curators have sourced dozens of unused Shein clothes that are ready to be sold with a few adjustments made to the pieces. One third of damaged Shein's clothes have been transferred to Re'Thread's headquarters and are currently being readjusted to appeal to ReBloom's sustainability line. Every reused piece of clothing is being worked on by skilled seamstresses to breathe new life into it.

INFLUENCER PARTNERSHIPS





TIKTOK



GRAPHICS

SHEIN GLOBAL LABOR STANDARDS & ETHICAL PRACTICES UPDATE

A COMMITMENT TO RESPONSIBILITY, ACCOUNTABILITY, AND CONTINUOUS IMPROVEMENT



ENHANCED LABOR STANDARDS

- Shein has strengthened its labor standards across all facilities worldwide.
- Enhanced age verification systems are implemented to prevent underage labor.
- Improved compliance monitoring ensures ethical and responsible practices are maintained.



INCREASED WAGES & EMPLOYEE SUPPORT

- We are increasing wages across our facilities to ensure employees are fairly compensated for their work and acknowledged for their contributions.
- Our employees are the backbone of Shein and we will continue to support them so they can live a comfortable life.



THIRD-PARTY INSPECTIONS & SAFETY

- Shein is in the process of implementing regular third-party inspections of all facilities - both new and existing.
- These inspections are to ensure safe and fair working conditions are maintained for our employees.



These actions reflect our ongoing commitment to a more responsible and ethical future. We move forward with continuous improvement as we advance ReThread.

OFFICIAL COMPANY POLICY UPDATE | CONFIDENTIAL & INTERNAL USE ONLY | REVISED 2024

Transcript of Remarks

CEO, Elisa Gunawardana - Opening Remarks:

“Hello Everybody, we appreciate you being here with us today. My name is Elisa Gunawardana and I am currently in my fourth year as the CEO of Shein. I am so excited to be announcing our new initiative, ReThread and am excited to introduce the people who have been working so hard on it. Shein has been a successful brand for years and we work hard to ensure the best for our customers, whether that is trendy clothes or affordability. We do understand that recently we have to take responsibility for our actions and understand the concerns that consumers have expressed regarding environmental impact and labor conditions. I hope to show you how hard we are working to move forward from this.

Shein understands the importance of climate control and how fast fashion can contribute to climate change. As a company, we also understand that previously we have contributed to this problem, ReThread addresses this and hopes to slow down excessive consumption of Shein clothes. Rethread is more than just a new clothing line, it's a step towards creating a more sustainable fashion environment for everyone.

I understand that just telling you our plans is not enough and that our actions need to speak louder than words. I also understand that as a CEO I will never be able to understand these problems as well as the experts. This is why I have chosen to bring in two new hires to an already extremely qualified team in order to make sure the new plans support our new mission and are put in motion in the right way. Daniel Tran will be our new head of HR for Shein.

We've also shared this announcement publicly to reinforce our commitment to transparency and leadership accountability.

Show LinkedIn post

Daniel has a very successful background, managing large HR operations for reputable companies such as Apple and Verizon. He is known to listen to employees and advocate on their behalf fiercely, something we value at ReThread. Florence Clancy will be our new sustainability manager. She is passionate about the planet and fashion and we believe her expertise makes her perfect for ReThread. She has previously worked with sustainable fashion brands such as Patagonia and helped Urban Outfitters introduce and develop their vintage and Remade clothing line.

To better show what ReThread represents and the direction we're moving in, we'd like to share a short video.

Play Shein ReThread: A New Direction

As part of this initiative, we are also introducing our new sustainable collection, ReBloom, where each piece is created using more responsible materials and ethical production practices that prioritize waste and environmental impact.

Now, to help you understand what is really going into the ReBloom collection, I'll turn it over to Florence to talk to you about what ReThread has been working on.

Sustainability manager, Florence Clancy:

“Good morning, I am Florence Clancy, Shein ReThread’s sustainability manager. Finding ways to create fun, but planet conscious fashion has always been my passion so I was very excited when Shein came to me with this project.

With that in mind, today I want to share a vision for the future of our company, one that is rooted not just in innovation, but in responsibility. The fashion industry has long been associated with creativity and self-expression. But it has also contributed to significant environmental challenges, from textile waste to overproduction. We believe it’s time to rethink that model and lead by example.

The way ReThread is committing to a more sustainable approach is by giving new life to what already exists. Instead of relying solely on new materials, we will focus on reclaiming old fabrics and reworking existing garments. This means taking pieces that might have been discarded previously by Shein and transforming them into something fresh, functional, and stylish. This allows us to make new, trendy clothes from materials that already exist, instead of using more fabric that may also become further waste. This will conserve resources and minimize our environmental footprint, all while maintaining the quality and creativity our customers expect.

To give you a better understanding of how this translates to our products, we’d like to show you our website, where the ReBloom collection is currently featured.

Show a quick run through of website

While demoing

As you can see here, each ReBloom item is clearly labeled with our logo so customers can easily identify sustainable pieces. We also include information about materials and how each item was produced.

But sustainability isn’t just about materials it’s also about mindset. ReThread hopes to encourage our customers to see clothing differently, not as disposable, but as durable, adaptable, and worth preserving. Through thoughtful design and careful craftsmanship, we aim to prove that sustainability and style can go hand in hand.

We know this shift won’t happen overnight. It requires effort, innovation, and collaboration. But we’re committed to taking these steps because the future of fashion and the health of our planet depends on it.

Our policies don’t stop here, it’s my honor to introduce Christina Yu, ReThread’s creative director, to explain our updated policies and standards.”

Creative Director, Christina Yu:

“Good morning everyone, I am Christina Yu, ReThread’s creative director. I am thrilled to explain to you how ReThread is moving towards a more fair workplace and how we will showcase this! ReThread recognizes that true sustainability goes beyond the environment, it must include the people who make our work possible. That is why we are also taking meaningful steps to strengthen our business practices in support of our workers.

We are committed to building a workplace rooted in fairness, safety, and respect. This includes reviewing and improving our internal policies to ensure fair wages, reasonable working hours, and safe working conditions across every part of our operation. We will also increase transparency in how we operate, so that our employees, and our customers, can trust that our values are being upheld. Part of that transparency includes how we communicate our values publicly. For example, this is one of our recent posts outlining our commitments as a brand.

Show Instagram post

To do this, I will be curating videos that will be showcasing the inner workings of our factories. We hope customers will feel involved in the process through this and they will understand how hard we are working to ensure the best for our workers

In addition, we aim to create more opportunities for growth and development within our company. By investing in training, education, and skill-building, we are not only supporting our employees' futures, but also strengthening the quality and integrity of our clothing. ReThread managers will have mandatory HR training, with HR professionals assessing the way managers lead and making sure all workers are treated fairly.

ReThread believes that when workers are supported, valued, and heard, the entire company benefits. Creativity thrives, innovation grows, and the clothing we create becomes even more meaningful.

While we believe fully in our plan, we understand some people may be skeptical, which is why we have been taking steps to understand how to market our changes to the right people. Melina Nastasi will be explaining how we've done this."

Head of Social Media, Melina Nastasi:

Thank you Christina, hello everyone I am Melina Nastasi and I am ReThread's Head of Social Media. We're really excited to share how we're reaching our audience with our new initiatives. To ensure our message reaches the right people we have taken the time to study the demographics of Shein viewers, promoters, and shoppers to decide which audiences we want to prioritize communicating with.

According to 2025 statistics, over 40% of Shein shoppers are between the ages of 18-34, a significant portion of which are Gen Z. Additionally, more than half - and potentially close to three-fourths - of Shein shoppers are women. This means that Gen Z women will be a key focus for our public relations efforts, as they are our biggest audience group.

We also hope to reach younger consumers who are interested in vintage or sustainable fashion but may not currently engage with Shein. Not only will our sustainability initiatives help win back previous customers, but will help reach new audiences who value more conscious fashion choices.

Beyond our target audiences, we have decided that the most effective way to reach them will be through social media, particularly Instagram and Tiktok, as Gen Z is most active on these platforms. By continuing to prioritize platforms our audiences are most engaged on, we intend on maintaining a consistent digital presence to spread our message of sustainability while sharing our updated policies to maintain an ethical, safe work environment for our employees.

To engage these audiences online, we are partnering with well-known influencers across fashion and lifestyle spaces, including Emma Chamberlain, Wisdom Kaye, Remi Bader, and Storm Reid. Each of these creators is known for their unique style and strong connection with their audiences, making them

ideal partners for introducing the ReBloom collection. Their sponsored content will highlight how ReBloom pieces can be styled in a way that is both accessible and sustainable.

To give you a better idea of how this looks in practice, here are examples of our influencer partnerships and how ReBloom will be promoted across these platforms.

Show Influencer Post

We will also be sharing TikTok try-on hauls and styling videos from both partnered creators and everyday users to show how ReBloom pieces look and can be incorporated into everyday wardrobes.

Show TikTok Hauls

At the end of the day, our goal is simple: to meet our audience where they are, communicate transparently about our progress, and rebuild trust through consistent and meaningful engagement.

I will pass it back off to our CEO, Elisa, to discuss how we plan on implementing stronger labor regulations and standards for the betterment of our facilities.

CEO, Elisa Gunawardana:

Thank you, Melina. Aside from our improvements to environmental impact, I wanted to reaffirm our commitment to the employees who work hard to provide the clothes our customers wear and enjoy.

Shein has strengthened its labor standards across all facilities worldwide, including enhanced age verification systems and improved compliance monitoring to ensure ethical and responsible practices are maintained.

We are increasing wages across our facilities to ensure employees are fairly compensated for their work and acknowledged for their contributions to our company. Our employees are the backbone of Shein and we will continue to support them so they can live a comfortable life.

Additionally, Shein is in the process of implementing regular third-party inspections of all facilities - both new and existing - to ensure safe and fair working conditions are maintained for our employees.

We believe these actions are essential in building a more responsible and ethical future for our employees. These steps reflect our ongoing commitment to accountability, responsibility, and a continuous improvement as we move forward with ReThread.

With that, I'll now turn it back over to Nicholas to conclude our conference.

Press Secretary, Nicholas Salgado:

"Hello everybody, thank you for being with us today, I am Nicholas Salgado and I am ReThread's Press Secretary.

As you can see, ReThread is confident in the ability for this new initiative to thrive, luckily the numbers back it up. So far almost 50% of Shein's old unused fabric has been used to create the start of the ReThread line and curators have sourced dozens of old unused Shein clothes that are ready to be sold with little need for adjustment. Almost a third of damaged Shein clothes has been taken to ReThread's headquarters and is currently being worked on by skilled sewers to breathe new life into it.

The response to ReThread has honestly been beyond what any of us expected, ReBloom is really the heart of what we're trying to do here: take what already exists, give it new life, and show that fashion doesn't have to come at the planet's expense. Every piece in the collection comes from reclaimed Shein materials, reworked into something genuinely worth wearing.

And as the person managing press for this division, I just want to be upfront: ReBloom is just the start. There's a lot more in the pipeline, and we're committed to being open about all of it as it unfolds.

We want to thank you all for listening today and hope you believe in ReThread as much as we do. To reach ReThread, my email, phone number, and LinkedIn are in the Press Releases handed out and I would love to hear from you, whether it is feedback or a question. That being said, I would like to open up the room for questions.”