



SHEIN



SHEIN Board of Directors MADMUN 2025

**Chairs: Matthew F & Colin M
Sims: Dina A, Julia E, William T**



Letter from the Dias

Hello delegates!

Welcome to MADMUN 2025! We are thrilled to have you in our committee. First and foremost, I want to express our gratitude for all your preparation, effort, and, most importantly, your dedication. This conference would not be possible without you, so once again, thank you!

As this is an advanced crisis committee, we will utilize crisis notes and pass directives instead of a position paper. Unlike traditional committees, you will take on the role of a person rather than a country. For example, you might represent Jeff Bezos instead of France, and so on. If this is your first time in a crisis committee or your first time participating in MUN, and you need assistance, please don't hesitate to contact us using the information below.

This committee focuses on the SHIEN board of directors, and our two main topics are Child Labor and Ethical Practices, as well as the Effects of Fast Fashion. As you observe your school and community, can you imagine yourself or your siblings working instead of enjoying your childhood? Unfortunately, this is the harsh reality for many children and youth around the world.

Now, let's get to the fun part! We are thrilled for this committee and look forward to seeing what you will accomplish. We know you will do great in your roles. Before we proceed, we would like to mention that this is our first time chairing, and we apologize for any miscommunication or mistakes that may occur on our part. (Not saying that there will be any)

About Us

Hello everyone, my name is Matthew Farmer, and I'm a junior at Baraboo High School. This is my third year in Model UN, and I'm incredibly honored to be chairing a committee for the first time! I know this committee is going to be fantastic. If I could offer you one piece of advice, it would be this: "Too many of us are not living our dreams because we are living our fears." So, delegates, I encourage you to be bold, be yourselves, and confront your fears head-on. Only you have the power to unlock your potential!

Hello everyone, my name is Colin McAndrew, and I am currently a junior at Baraboo High School. This will be my third year participating in Model UN, and it's my first time chairing at MADMUN, as well as in any committee.

Outside of Model UN, I run cross-country, and I also enjoy playing video games and drawing. I am excited to chair this committee and know it will be both fun and chaotic. Since this is my first year in a chairing role, I welcome any feedback or corrections, so please feel free to share.

I look forward to meeting all of you and creating a great crisis committee experience!

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Committee Overview

SHEIN's Board of Directors represents the management of one of the world's fastest-growing fashion retailers. Started in 2008 by Chinese entrepreneur Chris Xu, who remains the face of the company as well as the company's CEO. SHEIN has become a world-leading fast-fashion giant worth tens of billions of dollars, around 56 billion to be specific. Fiercely secretive Xu maintains significant ownership and control of the company. With him is Donald Tang, the most public of leaders, a Chinese-American businessman and Executive Chairman. Tang is the outside face of the company, dealing with governments, investors, and regulators as SHEIN grows and looks towards a future international stock listing. Other important senior managers include Chief Operating Officer Molly Miao, Chief Financial Officer Leigh Gui, and Chief Technology Officer Xu Hao, each of whom is in charge of the company's operations, finances, and technology infrastructure.

Apart from the executives, the founding shareholders Xu, Gu Xiaoqing, Miao Miao, and Ren Xiaoqing are also firmly in control, ensuring decision-making remains at the core of the founding leadership. As a reaction to criticism and to improve its reputation, SHEIN has also established outside advisory boards, such as the External ESG Advisory Board and a Regional Strategy and Corporate Responsibility Committee. These include sustainability experts, former government officials, and entrepreneurs who provide counsel regarding labor practices, human rights, and environmental responsibility. While these institutions do not have power over the company, they are intended to show that the company is listening to external advice.

In spite of its ever-growing marketplace, SHEIN still faces many difficult challenges. The company has been accused of violating child labor practices, environmental degradation due to the fast-fashion manufacturing process, and uncertainty in relation to its supply chain. Political issues are also a big issue as regulators in Europe and the United States have questioned trade practices, intellectual property concerns, and market cap. With a possible multi-billion-dollar IPO on the horizon, SHEIN's board must strike a balance between rapid expansion and pressures from investors, states, and customers. The tension between profitability, control, and responsibility defines the current predicament of SHEIN's leadership and uncertainty about its future as a company.



Position List

1. Elon Musk (Potential investor)

Elon Musk is a billionaire entrepreneur and inventor known for founding and leading companies like Tesla, SpaceX, Neuralink, and The Boring Company. He is recognized for his work in electric vehicles, space exploration, renewable energy, and advanced technology, often pushing the boundaries of innovation.

2. Leigh Gui (CFO)

Leigh Gui is the CFO of Shein, she joined in 2021 and previously held CFO roles at eBay, PayPal, Dell, and VIPKid. She holds an MBA in Finance from the University of Toronto and a Master's in Molecular Biology from Rice University.

3. Molly Miao (COO)

Molly Miao is the COO and co-founder of Shein, She oversees operations, the Product Center, and supply chain management. Previously, she served as CMO and has been recognized as one of China's Most Powerful Women in Business.

4. Xu Hao (CTO)

Xu Hao is the CTO and co-founder of Shein, responsible for the company's technology strategy and IT infrastructure. He transformed Shein's early PHP-based systems into scalable platforms, supporting rapid growth and handling challenges like inventory surges and high-volume sales events. With a background in computer science from Nanjing Agricultural University, Xu Hao began at Shein in customer service before moving into technology, where his expertise has been crucial to the company's global expansion and operational stability.

5. Donald Tang (Executive Chairman)

Donald Tang is the Executive Chairman of Shein, Born in Shanghai in 1963, he immigrated to the U.S. in 1982 and built a career in finance, including leadership roles at Merrill Lynch and Bear Stearns. Joining Shein in 2022, Tang oversees business strategy, corporate development, finance, and public affairs, playing a key role in the company's global expansion and IPO preparations.

6. Gemma Dunne (CPO)

Gemma Dunne is the Chief Product Officer (CPO) at Shein, appointed in September 2023 as the company's first-ever CPO. She brings extensive experience from nearly a decade at PrettyLittleThing, where she held senior roles in buying and product development. At Shein, Dunne leads product strategy, assortment planning, and merchandise development, playing a key role in shaping the company's offerings.

7. Ted Wang (Head of Global Payments)

Ted Wang is the Global Head of Payments at Shein, overseeing the company's international payment strategies and partnerships to ensure secure and seamless transactions. He previously worked at Worldpay, PayPal, Fujitsu, and Softtek, bringing extensive experience in payments and technology to support Shein's global operations.

8. Charlene Lee (Global Head of Personal Relations)

Charlene Lee serves as the Global Public Relations Director at Shein, a global fashion and lifestyle e-retailer. She joined Shein in August 2022, bringing over 20 years of experience in marketing and communications across various industries and regions. Prior to her role at Shein, Lee held significant positions including Senior Director of Corporate Communications at Match Group, Head of Corporate Communications at Tata Consultancy Services, and leadership roles at IBM Singapore, Sennheiser Greater China, and Ketchum. She holds a Bachelor of Arts with Honours in Mass Communications from Murdoch University, specializing in advertising and marketing.

9. Ram Gidoomal CBE (Chair of External Environmental, Social, and Governance Advisory Board)

Ram Gidoomal CBE is the Chair of Shein's External Environmental, Social, and Governance (ESG) Advisory Board. Appointed in December 2024, he leads a team of global experts providing independent guidance on sustainability, supply chain governance, and social responsibility. Gidoomal brings over 30 years of experience in business, social entrepreneurship, and philanthropy. He has previously served as Chairman of CottonConnect, Traidcraft, and the London Sustainability Exchange. He is also a former UK Group Chief Executive of the Inlaks Group and founder of the Christmas Cracker Charity Trust, which mobilized over 50,000 young people to raise funds for global causes.

10. Colin Huang (Former CEO of Pinduoduo, owns Temu).

Colin Huang is the founder of PDD Holdings, which owns Pinduoduo and Temu. Born in 1980 in Hangzhou, China, he studied computer science at Zhejiang University and the University of Wisconsin-Madison. Huang launched Pinduoduo in 2015, pioneering social e-commerce and

group-buying, and later founded Temu in 2022. He stepped down as CEO of Pinduoduo in 2020 but remains a major shareholder and is known for his innovation and philanthropic efforts.

11. Jeff Bezos (CEO of Amazon, Potential Investor)

Jeff Bezos is the founder and former CEO of Amazon, the global e-commerce and technology company. Born in 1964 in Albuquerque, New Mexico, he founded Amazon in 1994 as an online bookstore, which later expanded into a vast marketplace, cloud computing (AWS), and other ventures. Bezos is also the founder of Blue Origin, a space exploration company, and is recognized for transforming the global retail and technology industries.

12. Katy Perry (Sponsored by Shien)

Katy Perry is an American pop singer and songwriter, born in 1984 in Santa Barbara, California. She gained fame with hits like “I Kissed a Girl” and “Teenage Dream,” becoming one of the best-selling music artists in history. Perry has also served as a judge on *American Idol* and, as of 2025, has an estimated net worth of \$360 million. She has a daughter with actor Orlando Bloom and is reportedly dating Canadian Prime Minister Justin Trudeau.

13. Lil Nas X (Sponsored by Shien)

Lil Nas X, born Montero Lamar Hill in 1999 in Georgia, is an American rapper and singer. He rose to fame with the 2019 hit “Old Town Road,” which broke Billboard records and featured a remix with Billy Ray Cyrus. Known for his bold style and LGBTQ+ advocacy, he has released albums *Montero* and *Dreamboy*, earning multiple awards, including Grammys and MTV Video Music Awards.

14. Julian Roger Hallam (Just Stop Oil, Head activist)

Roger Hallam, born in 1966, is a British environmental activist and co-founder of Just Stop Oil and Extinction Rebellion. Known for his radical climate activism, he has organized high-profile protests, including disrupting London’s M25 motorway. Hallam has faced legal consequences for his actions but continues to advocate for urgent climate action.



Topic One: Child Labor & Ethical Practices

The use of child labor and other forms of unethical employment is not only highly frowned upon but also illegal in many countries. SHEIN has become known for allegations of child labor and poor working conditions. Founded in 2008 in China, SHEIN rose rapidly as a fashion giant, producing cheap clothing through thousands of third-party factories and suppliers. This business model, built on fast turnarounds and low costs. With such a massive and loosely regulated supply chain, SHEIN has struggled to prove that it can maintain standards across all of its factories.

Investigations over the years have shown troubling conditions that make these allegations more believable. In 2022, a Channel 4 documentary in the UK revealed that workers in some supplier factories were working up to 17–18 hours a day, often with only one day off per month, and earning extremely low wages as low as 3\$ an hour. These findings raised concerns that underage workers could be caught in such environments, since such harsh hours are unsafe even for adults. In 2023, SHEIN itself admitted that it discovered two real cases of child labor in its supply chain, one involving an 11-year-old girl working in her parents' factory during the summer, and another involving a 15-year-old worker. Following these discoveries, SHEIN severed ties with the factories involved, demonstrating that child labor was not just a rumor but a genuine issue within its network.

In response to the backlash, SHEIN has worked to crack down on unethical practices by adopting a strict zero-tolerance policy toward child labor, enhancing audits, conducting unannounced inspections, and promising to terminate contracts immediately with any factory found in violation. The company also established an external ESG (Environmental, Social, and Governance) advisory board to monitor labor and sustainability concerns. Still, many argue that these measures are simply not enough. The nature of fast fashion, with its constant demand for new products at the lowest possible price, makes it difficult to prevent exploitation in so many supply chains. National governments, including the United States, have even urged China to hold companies like SHEIN and Temu accountable, particularly for bypassing trade regulations and exploiting labor. As delegates, you will have to find out how to combat this problem not only internally but also externally through changing the public perspective of SHEIN and beating the allegations by passing stricter guidelines for suppliers or finding new ones entirely.

Topic Two: The Effects of Fast Fashion

SHEIN is renowned for its ability to stay current with the latest fashion trends. It does this through what they call fast fashion. SHEIN uses cheap materials to create trendy clothing, utilizing social media to track trends. Because SHEIN uses inexpensive clothing, it can lower prices, thereby expanding its market. SHEIN also doesn't produce a large stockpile of clothing to minimize waste,

but the rapid switching of production still wastes a lot of product. Because of the waste produced by Fast Fashion, landfills are often overwhelmed with textile clothing. The production of these clothes is also resource-intensive, using large amounts of water and petroleum. The production system also releases pollutants, not to mention the microfibers that the clothes give off when washed.

Due to the rapid changes in production and the availability of inexpensive materials, SHEIN frequently collaborates with new suppliers. These suppliers will often use child labor or practice unethical labor. SHEIN has tried to crack down on this problem, but it remains an issue for the company. The fast turnover of production efforts also prompts employers to overwork employees and underpay them, further violating both SHEIN's and even China's labor laws. Many environmental activist groups have spoken out against SHEIN and the dangerous ecological effects of Fast Fashion. You, as delegates, will have to find ways to make Fast Fashion more sustainable while still remaining profitable. You can achieve this by modifying the processes for producing clothing or by eliminating one of the company's most recognizable strategies.



Questions to Consider

Topic One: Child Labor and Ethical Practices

Some questions to consider when thinking of possible resolutions to the problem of Child labor and Ethical practices are:

- Where is the problem primarily taking place? (Certain sectors, regions?)
- What has already been done to combat this problem? (Should you improve them or make entirely new laws or rules?)
- How can your position affect not only SHEIN but even China when it comes to making new laws?
- How can you change the public perspective of SHEIN to protect the brand image?
 - How can you make the company more efficient while following labor laws?

Topic Two: The Effects of Fast Fashion

Some questions to consider when thinking of possible resolutions to the issue of the environmental and human effects of Fast Fashion are:

- What has been done about the sustainability of Fast Fashion?
- What can be done to make Fast Fashion more sustainable?
- How can your position influence SHEIN to make changes to Fast Fashion?
- What are the root causes of the waste and pollution Fast Fashion causes?



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