

European Textile Industry Urges EU to Crack Down on Ultra Fast Fashion Giants Like Shein & Temu

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Paris – The European textile and clothing industry is raising its voice louder than ever, demanding the **European Commission take immediate action** against ultra fast fashion platforms such as **Shein, Temu, and AliExpress**.

In a **joint declaration signed at the Première Vision trade show in Paris**, leading industry federations stressed that they “can no longer wait years” for legislative measures. The platforms are accused of flooding the EU market with **cheap, non-compliant products**, causing **unfair competition, environmental damage, and mounting textile waste**.

According to Euratex, the **European Apparel and Textile Confederation**, nearly **4.5 billion parcels** from these e-commerce giants entered the EU in 2024 alone. To counter this, the federations are pushing for:

- **Immediate reform** of EU customs codes, ending the duty-free exemption for goods under €150.
- **Heavier sanctions** and faster investigations into non-compliant sellers.
- **Charges on small parcels** to curb mass inflows.
- Legal responsibility for platforms through **mandatory EU representatives**.
- **Dialogue with China** to address labor and compliance concerns.

Euratex president **Mario Jorge Machado** said the EU has “both the means and the duty to act now.” The French government has already asked Brussels for **new powers to delist platforms breaching EU law**, directly naming Shein. This united front signals the beginning of **serious, coordinated action** by European fashion bodies against the ultra fast fashion wave.

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