

Shein Accelerates Product Launches to Capture India's Fast-Fashion Market

Published on 24 Sep 2025 | By IFI Correspondent



Chinese fast-fashion giant **Shein** is intensifying its operations in India. **Moreover**, the company is speeding up product launches while reducing design-to-launch timelines. This aggressive move aims to capture the growing fashion-conscious market in the country.

Partnership with Reliance Retail

After re-entering India in February 2025, Shein has collaborated with **Reliance Retail**. **Consequently**, the partnership focuses on delivering affordable, trendy apparel made in India. **As a result**, the company plans to triple its number of monthly product launches.

Streamlined Supply Chain

To achieve this, Shein is restructuring its supply chain. It is moving from large-scale hubs to smaller, specialized production lines. **Each line** now produces a single new design daily. **Hence**, the process becomes more agile and responsive to market demands.

Currently, Shein delivers about **10,000 styles per month**, and **soon**, it plans to increase this to over **30,000 styles monthly**. **Additionally**, faster production ensures designs reach consumers quickly, maintaining relevance in the fast-paced fashion industry.

Strategic Vision

Shein's strategy reflects a broader goal: **to strengthen its presence** in the competitive Indian fashion market. **By optimizing supply chains** and accelerating product launches, the brand seeks to meet the evolving demands of fashion-savvy consumers.

Furthermore, the company aims to position itself as a leading fast-fashion player in India, competing directly with local and international brands.

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