

ÉPREUVE OBLIGATOIRE ORALE
DE LANGUES VIVANTES

LIBELLÉ DE LA LANGUE VIVANTE : ANGLAIS

INDUSTRIEL/SCIENCES SANITAIRES ET SOCIALES (support commun) *

TERTIAIRES

SPÉCIALITÉS (*pour la filière tertiaire uniquement*) : CG

Niveau de langue (le cas échéant) : LVA LVB

Support annexe à télécharger : Audio Vidéo

Ce support d'épreuve intègre des éléments en couleur. S'il est choisi par l'évaluateur, il est nécessaire que chaque élève dispose d'une impression en couleur.

**L'usage de calculatrice, dictionnaire, appareil connecté est interdit.
Ce support d'épreuve doit être rendu à l'examineur à la fin de l'épreuve**

* cf. programme et définition de l'épreuve de langue selon l'arrêté du 22 juillet 2008

Titre : How Shein outgrew Zara and H&M and pioneered fast-fashion 2.0

Source : Reuters (<https://www.reuters.com/business/retail-consumer/how-shein-outgrew-zara-hm-pioneered-fast-fashion-20-2023-12-13/>)

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How Shein outgrew Zara and H&M and pioneered fast-fashion 2.0

With Zara-owner Inditex and H&M set to disclose their most recent sales results, investors will be focused on one major question: how are the two fast-fashion pioneers responding to the current market leader, Shein? [...]

Shein accounted for nearly one-fifth of the global fast-fashion market in 2022, outpacing Zara and H&M. Shein's low prices - \$5 t-shirts and \$10 sweaters - also draw shoppers who might have otherwise shopped at clothing discount stores. [...]

To be sure, Shein has some features in common with Zara and H&M, which are often credited with spearheading the concept of replicating runway looks and bringing them to shoppers for less, also known as "fast-fashion."

All three retailers have faced criticism for allegedly stealing designs from other brands, but some critics say that Shein's super-fast production cycle makes it an especially egregious offender.

A lawsuit in July for intellectual property infringement alleged Shein uses artificial intelligence and a proprietary algorithm to scrape the internet for design ideas, sometimes resulting in direct plagiarism. [...]

From November 2022 to November 2023, Zara and H&M respectively brought 40,000 and 23,000 new items to the U.S. market [...]

In 2022, 98% of Inditex's production was based in 12 countries, including Portugal, Morocco, Turkey and Spain, where the company is headquartered. H&M counts Bangladesh, along with China, as its largest production market for clothing, a spokesperson said.

Shein declined to comment on its supplier network, but recent import records show virtually all of its products imported in bulk to the U.S. came from China.