

BEUC-X-2025-054

Brussels, 5 June 2025

**Subject: CPC external alert on unfair commercial practices by fast fashion trader
SHEIN**

Dear members of the CPC Network,

I am writing to inform you that today BEUC-The European Consumer Organisation, together with 25 members from 21 countries¹, are submitting to the CPC Network an external alert against SHEIN pursuant to Article 27 of EU Regulation 2017/2394 (the CPC Regulation).

This alert builds on a new study (attached to this letter) and reports from several BEUC members highlighting how SHEIN has been using several deceptive techniques on its online interfaces to push consumers into purchasing more than originally intended. These so-called ‘dark patterns’ include (among others) fake countdown timers, toying with emotion, infinite scroll, dubious low-stock messages, ‘confirm-shaming’ and other nagging practices. We believe that they may constitute unfair commercial practices prohibited under EU Directive 2005/29/EC (the Unfair Commercial Practices Directive - UCPD).

We welcome the recent CPC action requesting SHEIN to comply with EU consumer law as a first and important step to better protect consumers online.² SHEIN’s dark patterns can have severe detrimental consequences on consumers and society at large: they trigger unwilling spending and economic losses for consumers, fuel the circulation of

¹ Altroconsumo (Italy), Arbeiterkammer (Austria), Bulgarian National Consumers Association - BNAAC (Bulgaria), ASUFIN, CECU and OCU (Spain), CLCV and UFC-Que Choisir (France), Consumentenbond (the Netherlands), DECO (Portugal), dTest (Czech Republic), EKPIZO and KEPKA (Greece), Federacja Konsumentów - FK (Poland), Forbrukerrådet (Norway), Forbrugerrådet Tænk (Denmark), Fédération romande des consommateurs - FRC (Switzerland), TVE (Hungary), Sveriges Konsumenter (Sweden), Spoločnosť ochrany spotrebiteľov - SOS (Slovakia), Testachats/Testaankoop (Belgium), ULC (Luxembourg), vzbv (Germany), ZPS (Slovenia) and Kyriakos Syndesmos Katanaloton – CCA (Cyprus).

² https://ec.europa.eu/commission/presscorner/detail/en/ip_25_1331

unsafe clothing items across Europe and disempower consumers in their efforts towards the green transition. This complaint intends to complement the ongoing action led by the European Commission and the CPC-Network by bringing additional evidence to the attention of consumer protection authorities.

We call on the CPC Network and the European Commission to take necessary steps to ensure that consumers are not exposed to such unfair commercial practices and to send a strong signal to the other traders also engaging into similar practices.

We remain at your disposal for any additional information you could need and to respond to any questions you might have.

Yours sincerely,

Agustín Reyna
Director General

Annexes:

- (1) [Report 'Click to buy \(more\)](#) – *How fast fashion giant Shein uses dark patterns to push overconsumption (June 2025)*
- (2) [Annex](#) (evidence-gathering) (June 2025)
- (3) [Factsheet](#) (June 2025)