

SDGs Goals: Due to the importance of sustainable development, SHEIN has chosen the 8th SDG (decent work and economic growth) as its main focus.??Strategic Goals: Achieve productive employment, including for young people, stimulate economic growth and create better living conditions for all.????Match: Considering the company's strengths in the field of creativity and innovation, the proposed initiative is suitable as it will contribute to economic growth by teaching young people creative methods, helping them to participate in work, and improve the company's image in the field of artificial intelligence.??Initiative: SHEIN will establish multiple branches around the world, moving away from the pure pursuit of profits.