

(English version)

**Priority question for written answer P-004096/25
to the Commission**

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(17 October 2025)

Subject: Need for an urgent response to combat ultra-fast fashion

On 1 October 2025, Shein announced that it would open its first physical outlets in France. Two days earlier, the Commission had called on the French authorities to postpone the adoption of a proposed law intended to reduce the environmental impact of the textile industry. Although it welcomed the ambition of the proposal, it argued that some of its provisions would conflict with EU law.

However, action is urgently needed. The textile industry accounts for more than 20% of the overall French trade deficit (excluding energy). In Europe, customs services recorded 4.6 billion parcels worth less than EUR 150 in 2024. Many of those parcels contain textile products that do not conform to EU legislation.

1.If the Commission considers that national legislation falls short, what urgent action will it take at EU level to protect Member States from unfair competition? How many weeks will the Commission need to take the requisite measures?

2.Will it commit to using all the legal and trade instruments at its disposal to ban the sale on the European market of ultra-fast fashion products that do not conform to EU legislation?

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**Answer given by Executive Vice-President Séjourné on behalf of the European
Commission**
(5 December 2025)

It is paramount to ensure that all products available and sold on the Single Market comply with EU law to avoid unfair competition, notably in sectors such as textiles, with a high level of imports and direct sales from third country operators to EU consumers.

The Commission is monitoring online marketplaces, including those offering ultra-fast fashion such as Shein, and prioritising consumer protection online in its enforcement actions of the Digital Services Act (DSA) ⁽¹⁾.

Shein is subject to enhanced due diligence obligations as a very large platform — compliance monitoring and regulatory dialogue is ongoing.

The EU customs reform ⁽²⁾, will introduce important e-commerce measures, such as the elimination of the EUR 150 *de minimis* threshold on imports and the introduction of a handling fee, by March 2028 or earlier.

The Commission is also stepping up enforcement of EU product rules in place, notably on chemical safety and product safety in general ⁽³⁾.

The Commission is committed to using all available trade instruments to protect EU industry from unfair trade practices.

The French proposed law mentioned intended the need to reduce the environmental impact of the textile industry; but to attain the necessary level of intervention and safeguard the Single Market, EU level action is required.

1 Regulation (EU) 2022/2065 of the European Parliament and of the Council of 19 October 2022 on a Single Market for Digital Services, <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:32022R2065>.

2 In the final stage of negotiation and to be adopted in 2026, https://taxation-customs.ec.europa.eu/customs/eu-customs-reform_en.

3 Principally pursuant to Regulation (EC) 1907/2006 of the European Parliament and of the Council of 18 December 2006 concerning the Registration, Evaluation, Authorisation and Restriction of Chemicals (REACH), under revision, and Regulation (EU) 2023/988 of the European Parliament and of the Council of 10 May 2023 on general product safety, <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:02006R1907-20250901>.

The EU Strategy for Sustainable and Circular Textiles ⁽⁴⁾ laid out the agenda for EU action on reducing the environmental impact of the textile industry, with key actions already implemented.

EU law has already introduced the basis for Extended Producer Responsibility for all textiles placed on the EU market ⁽⁵⁾ that, together with upcoming Eco-design requirements ⁽⁶⁾ planned for adoption in 2027, should improve the environmental sustainability of apparel textile products.

4 <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:52022DC0141>.

5 <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32025L1892&qid=1760531838376>.

6 Under the Ecodesign for Sustainable Products Regulation (EU) 2024/1781 — <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:02024R1781-20240628>.