

SHEIN

July 24, 2023

Stephen Lamar
President and CEO
American Apparel & Footwear Association
740 6th Street, NW
3rd and 4th Floors
Washington, DC 20001

Dear Stephen,

I am writing today on behalf of SHEIN about the broad bi-partisan debate to limit the tariff policy known as the “de minimis” exemption. While many of our fellow AAFA members ship goods from abroad to American consumers under this customs framework, at SHEIN we are eager to work with you and policymakers in Congress and the Administration to help reform de minimis. In fact, we think the exemption needs a complete makeover.

For the benefit of all U.S. retail consumers, we hope the AAFA will provide the necessary forum for its members to achieve this objective.

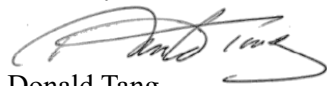
As you know, Congress originally created de minimis to shield consumers from extra costs on low-value purchases and to expedite shipments from retailers to individual households, while also ensuring all U.S. Customs and Border Protection (CBP) laws and regulations still apply to those shipments. According to CBP, 685 million shipments eligible for this exemption arrived in the U.S. last year¹.

Critics claim the existing framework has fostered an unfair playing field by disadvantaging American companies that can no longer compete on price. Yet, the lack of a universal supply chain management standard means American consumers receive goods every day from other retailers that may not adhere to globally accepted responsible sourcing and manufacturing practices. At SHEIN, we believe consumers are entitled to know that they are not only getting a fair price when they shop online, but that the products they are receiving are authentic and ethically produced.

SHEIN believes the de minimis framework should be reformed to create a more level, transparent playing field—one where all retailers play by the same rules, and where the rules are applied evenly and equally, regardless of where a company is based or ships from. This would create an environment that allows companies to compete on the quality and authenticity of their product, the caliber of their business models, and the performance of their customer service, which has always been at the heart of American enterprise.

Responsible reform of the de minimis exemption would allow consumers to make every day online purchases with more information, confidence, and trust. We look forward to the opportunity to examine reform options through the association and thank you for your leadership in this effort.

Sincerely,



Donald Tang
Executive Vice Chairman, SHEIN

¹ [WSJ, May 26, 2023](#)