

CAMPUS & COMMUNITY

Too Cheap can be too Good, Right?

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The online retailers Shein and Temu have gained traction in the online shopping arena, with their iOS apps downloaded more frequently than Amazon as of June 2023.

Shein (pronounced She-in) was launched in 2015 but only became famous as a fast fashion company in the past few years, mainly with Millennials and Gen-Z, due to its low prices and presence on TikTok.

Shein frequently partners with social media influencers who post haul videos and share affiliate links, encouraging their followers to shop with the e-commerce company.

Shein is considered a “fast fashion” brand: inexpensive clothing made rapidly in response to the latest trends. According to a blog post on Ethically Dressed, fast fashion brands use inexpensive materials and quickly create new designs to push consumers to buy more products.

Many fast fashion companies have no brick-and-mortar shopping locations and can only be purchased online.

Shein designs hundreds of thousands of new styles per year, which pressures consumers to buy new clothing, either filling their wardrobes with clothes they will never wear or disposing

of them to make room for new styles.

Temu is another e-commerce merchant, and while it isn’t considered fast fashion, it has a similar business model to Shein. Temu is a popular retailer that specializes in ultra-cheap merchandise ranging from shoes to watches to novelty items.

Temu and Shein are both based in China, and Temu has an affiliate program similar to Shein’s, according to an editorial from ToolGuyd.

The lure of Shein and Temu’s seemingly endless discounted shopping may be tempting, but supporting these companies could have negative effects. Clothes that go in the trash have to end up somewhere.

According to science.com, many of these garments end up in places like the Atacama desert in Chile, where a pile of discarded clothing can be seen from outer space.

Earth.org reports that nearly 10% of the microplastics dispersed in the ocean yearly come from textiles, and the average



Romwe is another fast fashion website that has also been gaining recent traction. Photo by Drew Kerner

U.S. consumer throws away 81.5 pounds of clothing per year.

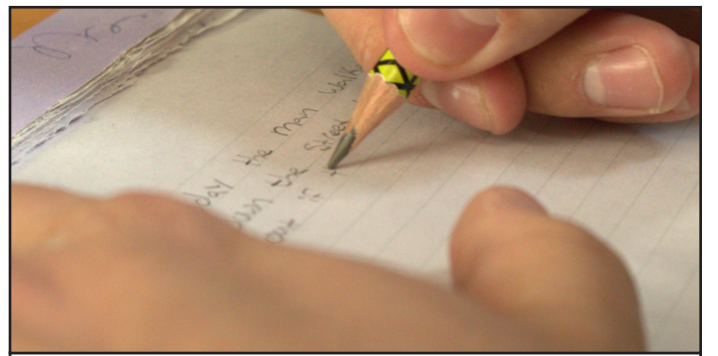
Meanwhile CBC reports, customers complain about cheap products from Temu that have to be thrown away immediately, creating more garbage and plastic waste.

Buying items from these retailers occasionally isn’t inherently harmful. It’s always nice to have an affordable shopping option when looking for last-minute holiday gifts or some new wardrobe items after starting a new job.

However, giving in to the pressure of thoughtless overconsumption and the cycle of buying and discarding harms the environment and decimates resources that are already in short supply.



Many clothing items that are still perfectly good can end up in a landfill. Photo by Drew Kerner



Creative Writing in any form provides a good way to relieve stress and work the imagination. Photo by Drew Kerner

New Student Org Writes their Way onto Campus

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The Creative Writing Collaboration, a new student led organization at the University of Wisconsin-Superior, held its first formal meeting on Feb. 16, 2024, at 1 p.m. online via Team Meetings.

The club had previously sent out a mass emailing to students pursuing degrees through the Department of Writing, Language and Literature about the formation of the club and as an invite to its first meeting.

From the club’s constitution the mission statement reads: “Our mission is to provide distance learning and traditional students with an inclusive and safe environment that fosters an across-campus supportive community which encourages educational, personal development, and work-share opportunities that highlight all genres within the writing field.”

The Creative Writers Collaboration is open to all students, faculty, staff, and alumni of UWS. The club meets twice a month, via Team Meetings, with a live talk given by an invited guest at one of those meetings each month. All meetings will have a focus subject which will change monthly.

At the February meetings, the topic was Artificial Intelligence and its impact and use in creative writing. Emails with meeting information will continue to be sent out, but to a broader audience.

There is information about the club on the UWS website JacketHub under ‘Organizations.’ The club can also be reached at creativewcol-lab@outlook.com.

The CWC was the brainchild of its President, Daniel Dow, a senior at UWS. Dow, an online student, has a passion for building a community within UWS for writers from any discipline.

It was this passion that led him to start the club with the initial help and input of Professor Megan Muthupandian. When asked what would define the club as a success, Dow voiced that it is already there, also that engaged conversations at meetings would be the surest sign of success.

Muthupandian feels that the first meeting was a success, that it had fantastic content, was energetic, and was sensitive to the attendees’ needs. As the Academic Advisor for CWC, Muthupandian sees her role as one of a facilitator and is looking forward to the growth of the club.

You Don’t Have to do College Alone

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Attention students! First generation, those below federal income guidelines, and those registered with disability services, TRIO Student Support Services can be a valuable part of your UW-Superior experience. TRIO is a federally funded program aimed to help students of lower economic stature succeed with college.

“TRIO Student Support Services offers opportunities at no cost. It’s one-on-one advocacy,

helps students with time management, and it gets students back on track if they need it,” said M.S.Ed, TRIO Program Coordinator Kylie Sievers. “It teaches financial literacy, planning for the future, and keeps students on the path to graduation.”

Director for TRIO, Dr. Marsha Lue, explains that the organization began with Lyndon B. Johnson’s war on poverty. She says that TRIO is an ‘umbrella term’ that encompasses three pro-

grams. Upward Bound, which is geared toward high school students, prepares its participants for college; The Undergraduate Program works with college students, and the McNair Program helps prepare students for graduate school.

“It’s better if students can come into the program as a freshman so they have these services for all four years of college,” encouraged Lue. “The program is very encompassing; we provide tutoring, veteran services, and can even help with deciphering an advising report. We can also help underrepresented students in grad school.”

For students to keep their TRIO qualification, they must remain in good academic standing, maintaining a 2.0 GPA.



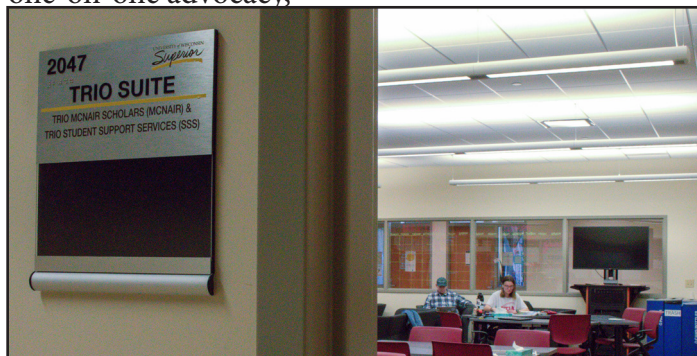
76 local businesses attended the spring Career Fair, providing numerous employment or internship opportunities. Photo by Xavier Walt

TRIO serves around 16 students each year.

Some opportunities that TRIO suggests any students to take is to attend the Career Fairs that happen each spring and fall semester. “It’s a low-stakes environment where people can introduce themselves to potential employers,”

said Sievers. “They can offer an elevator pitch and talk with you about your major for a tailored experience.”

“The career fair is great for networking. Students can follow up with potential employers,” said Lue. The Career Fair hosted by the Link Center every semester.



TRIO also provides student study space in SWEN 2047. Photo by Drew Kerner