

Baby alliance: helping daddy get a rich mommy novel chapter 34

Chapter 34 Find a Good Enough Backing

Linda was aware of Selena's family background. First of all, Selena's ex, the man who hurt her inside out, was from a family who was involved in the textile business. They had started their own clothing brand as well, but since it was still a relatively new business, it had not made much impact yet.

Secondly, Selena's father and the Yard Family had always been involved in the fashion industry and owned many clothing brands.

If Selena started a new clothing brand, it would be perceived as going up against her own father, and if the public knew about this, they might talk bad about Selena. In fact, this might even negatively affect the entire JNS Corporation.

"Keep talking," Selena said while reading the document.

Hence, Pauline went on to say, "There's so much we can do for wedding dresses as the outline and styles are limited. I don't think it's an easy feat to innovate and come up with new styles.

If we design styles that are too avant-garde, it might cause a backlash and we'll be criticized for not keeping true to the image of a traditional bride. In the end, we'll just cause our own ruin. However, everyday clothing is different.

After all, people don't have to wear wedding dresses, but they do need everyday clothes. The demand for casual clothing is huge, so if we can use the brand of Forever Gown to start a new line of clothing, it would definitely be a wise move."

Pauline spoke confidently about her idea.

At that, Selena finally put down the document in her hand. "I do think this could work, but we need designers. Designers are the heart and soul of a brand, so I'll leave the work of forming a team of designers to you. Since this matter is not very urgent, we can take our time. This will be all for today. You all should go back and think this through."

Hence, everyone then left.

Standing beside Selena, Linda looked like she wanted to say something, but she couldn't quite form the words.

"If you have something to say, just say it."

“President Yard, are you really going to start a clothing brand? But you know that..”

Selena looked up at Linda. “I know what you are worried about, and I used to worry about that too, but I no longer care about them. I have to live my own life well, and ensure that my own family and my staff live well too!”

While saying that, Selena pinched Linda’s nose. “But if we want to gain a strong foothold in Astoria, we must find a good enough backing.”

“Find a good enough backing? Well, there is no better candidate than Fowler Corporation,” Linda blurted out without much hesitation.

Selena mulled over it carefully. In Astoria, no company was stronger than Fowler Corporation. It had a history of more than a hundred years, and it was second to none in the entire world. What was even more impressive was that the current president of Fowler Corporation, Pierre Fowler, also founded the Empire Group.

The Empire Group of today had far and away the best influence, and it had the potential to eclipse Fowler Corporation too.

Besides, the first wife of the former president of Fowler Corporation, John Fowler, was Josephine Moody. She was once the reigning film star in her generation. Furthermore, her family had been in the military for generations. With the help of the Moody Family, the Fowler Family’s power became even greater.

Whether it was seeking to be connected with the Fowler Corporation or the Empire Group, both pathways mean that they would be seeking to be connected with the largest and best companies in the nation.

“But I heard that Pierre Fowler is a fierce and evil demon!” When Linda spoke about Pierre, she felt goosebumps rising all over her body. After all, she was born and bred in Digton City and had heard of Pierre.

Growing up in Digton City, Selena naturally also heard about Pierre before. Even though she had never seen him before, she had heard many rumors about him.

It was said that back then when Pierre was younger, he was still a stereotypical young master of a wealthy family. The Fowler Family had brought him up with the expectations that he would one day become the heir of the family. He was an aloof individual and had rarely appeared in public, but almost everyone knew that he was a talented young man.