

Chapter 6947

The government's complete abandonment of Black Water signaled to the world that Bertnard had prevailed.

His reputation was at its peak.

He had many ardent fans, even some wealthy individuals, who idolized him.

Then, unexpectedly, an online outcry erupted in support of Bertnard.

Unaware of the truth, the public naively assumed that Bertnard's fight for justice would result in a significant loss in the local market.

Unwilling to let down a hero, some people rushed to Bertnard's US stores, bought several items, and then posted photos on social media, captioning, "I want to do my part to uphold justice."

"If I can't confront the government head-on,"

"I can at least offer my support to Bertnard to the best of my ability."

Unexpectedly, the post received a flood of likes and comments.

Suddenly, a trend took hold online:

Shopping at Bertnard's brands became the most coveted and prestigious activity.

This feeling is like the global frenzy surrounding Labubu, perhaps even more so.

Labubu, a small, low-cost doll, can fetch hundreds or even thousands of dollars because netizens worldwide see it as a symbol of the latest fashion trends.

Owning one makes you the world's most fashionable person.

So, even with a hefty price premium, people are willing to pay for it for the prestige and the perceived trendiness.

Bernard's luxury goods are already renowned worldwide.

Furthermore, all items in his stores are sold at full price, with no premiums.

This is undoubtedly a far superior proposition to the exorbitant prices associated with a particular product.

Consequently, all of his brand stores worldwide experienced an unprecedented consumer frenzy.

The earliest customers flocked to the stores, snapping up the best and most popular items.

Even when they needed to stock up, they happily accepted the offer.

After all, while the stocking system can be tricky,

It always comes at full price, ensuring that a 100-yuan item isn't sold for 1,000 yuan.

After the popular items were sold out,

Even those styles that didn't require stocking but were also slow to sell were snapped up.

Then, items that had been neglected for ages began to be bought up.

Even those products that were so expensive,

So abstract that even the mere thought of buying them was an insult to one's intelligence, they were snapped up one after another.

Stores across America were running low on inventory.

Some stores were completely sold out within an hour,

Their entire storefront stock snapped up.

Before midnight, all North American stores were sold out.

Every store was left with bare shelves,

And a group of employees who were once again filled with joy.

For these employees, today had been a rollercoaster ride.

Although they hadn't received three years' salary for free and would lose their sales commissions,

They had achieved the same level of performance as they had in several months in previous years in just one night,

And the commission income was already quite substantial.

At the entrance of each store, there were many people who wanted to buy things, take photos, and check in.

These people surrounded the doors and windows,

And each of them used their own way to take advantage of the popularity of Bernard Eyre's lonely emergence.

Bertnard was stunned when he received the sales reports from the regional directors.

Although he was a pioneer of hype marketing,

He had long anticipated a surge in his retail stores' performance,

But he hadn't imagined it would be this dramatic.

When reports of inventory shortages and even sell-outs broke out around the world,

He immediately called his assistant and instructed,

"Immediately require all factories to work overtime,"

"Paying them the highest overtime pay permitted by local laws and regulations."

"The faster the better."

"Ensure that the entire supply chain and production chain restocks the global market within five days!"