

## Chapter 1358 The Competitor

The scale of the cosmetics exhibition held in Zayden was not small.

It could be likened to a carnival where the top cosmetic companies in the country gathered to showcase their products.

Not just top cosmetic companies in the country but the world famous cosmetic brands were also participating in the exhibition.

Trevor stepped into the hall.

The flashlight of the cameras were so bright that most people could barely open their eyes.

Journalists from fashion magazines took photos of various new cosmetic products with their cameras.

Apart from the products, there were tall and slender models on the stage. They wore different makeup from each brand and walked around on the stage gracefully in an effort to demonstrate the features of the cosmetics.

"The latest lipstick launched by Shining Company is well designed and has won the praise of customers. The color of the lipstick is bright and it won't fade away. We have already received a large number of orders!"

As a local cosmetic company in Zayden, Shining Company naturally gained a lot of attention. Many photographers surrounded Cormac, constantly taking photos of the new lipstick.

Cormac grinned from ear to ear and shouted at the top of his voice to publicize the advantages of the new lipstick.

Jonah, who was beside him, echoed his words.

"I am the former vice general manager of Severich. I resigned from the company for personal reasons. However, as an insider, I have to admit that the lipstick Shining Company has launched is amazing. I believe that it will help Shining Company expand to a new level."

Hearing Jonah's comment, the surrounding reporters burst into an uproar.

The former vice general manager of Severich! He was not an average person but a very important member of the industry. It meant that his statement was a professional evaluation.

There was a moment of shocked silence when the journalists realized how much importance Jonah held. Like cats that just inhaled the aroma of fish, they became frenzied.

"Wow! Sir, can you tell me your opinion of this product in detail?"

"Sir, why did you resign from Severich? Do you think Severich is not as good as Shining Company?"

Cormac's delighted smile grew as he watched the frenzied journalists shout over one another to get their attention.

He proudly glanced at Severich's showcase.

Because their product hadn't been displayed yet, the exhibition booth there was quiet and only a few people bothered to visit.

Trevor looked even lonelier with his tall figure.

Cormac laughed. He picked up a microphone and said to the reporters around, "I have to thank our competitor, Severich, for the rapid development of Shining Company in Zayden. However, after conducting a market research, we've come to the conclusion that we need to get a new competitor to help our company develop."

The words were stated in a jovial manner and accompanied with chuckles, but no one could mistake the meaning behind his words—Severich were no longer a match for Shining Company.

After Cormac's statement, Jonah bared his teeth in a malicious smile at Trevor.

The journalists chuckled and their gazes turned in Trevor's direction.

If Severich couldn't showcase any product worthy of rivaling the Shining Company's product at the exhibition today, it would lose in the market.

And the reporters present would add fuel to the fire.

However, Trevor looked calm. He glanced at Cormac and Jonah with a raised brow.

Of course, he was well prepared for this.

The sample of the lipstick launched by Severich and Newmere Cosmetics had been produced.

In terms of appearance and design, it was far from being inferior to the plagiarized lipstick launched by Shining Company.

As for the effect of the product itself, it had obvious advantages over Shining Company's lipstick.

In terms of marketing, Severich also had a strong partner—Newmere Cosmetics, a new leading enterprise in the cosmetics industry.


Even if Trevor wanted to lose, he wouldn't even know where to begin.

But Cormac, who had no idea about the Severich' product or their partner, was busy reveling in his supposed victory.

Since the microphone was in one hand, Cormac waved his other hand excitedly as if he was greeting Trevor. The people around who didn't know the true state of their relationship would be fooled by the gesture into believing they were on good terms.

Cormac giggled and asked loudly, "Dragon, what new product

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has Severich prepared for the exhibition? Show it to us. I've been looking forward to it for ages!"



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## Chapter 1359 The New Product

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Upon hearing Cormac's words, Trevor sneered.

Cormac blatantly mocked Severich in public.

Noticing that, Trevor decided not to be polite.

Under the watching eyes of the crowd, Trevor confidently stepped forward and silently covered the black cloth on the exhibition stand.

Suddenly, the spotlight lit up, and a lipstick with a unique design appeared in front of everyone.

"Whoa!"

The crowd immediately went into an uproar.

Many of the reporters rushed over and took photos of the lipstick that was placed on Severich's exhibition stand.

It looked absolutely gorgeous!

Some reporters, on the other hand, couldn't seize the opportunity to take a decent shot of the lipstick.

They were mad that Cormac was talking nonsense. He was simply misleading them. It seemed that Severich was falling into despair because of what he said, but that wasn't the case.

Suddenly, Severich's booth became lively, no less than that of Shining Company.

Trevor let out a confident smile.

Package design had always been the Severich's strong point. Sheena had long since been an important person in the

company because of this. She was the genius design director, after all.

Cormac and Jonah looked at each other for a moment before their faces darkened.

They never expected Severich to make a new product before the exhibition.

They cursed inwardly.

"Don't panic," Jonah whispered. "This has to be a temporary backup plan. Not to mention, the price of Severich's products are very high and we occupy their market shares. They're just keeping up appearances. We don't need to worry about them."

Cormac clenched his jaw. However, the only thing he could do at that moment was to try and reassure himself with the price advantage.

Jonah let out a proud smile as he walked towards Severich's exhibition stand. He intended to mock Trevor.


Trevor simply ignored him. He just glanced at Jonah before shifting his gaze to the reporters and announcing, "This is a very luxurious lipstick specially designed for high-end consumers."

Jonah and Cormac smirked when they heard that.

However, Trevor continued. "However, this product will make everyone who buys it feel that it is worth it. We've selected many business partners and competitors until we finally chose a well-known cosmetics company in Jork—Newmere Cosmetics. This company may not be popular in Zayden, but Newmere Cosmetics' products are unique and well-known. The effectiveness of their products can also be verified on the internet just by searching it."

Trevor smiled and added, "We cooperated with Newmere Cosmetics to launch this lipstick. Combined with Severich's elegant design and Newmere Cosmetics' formula, I would say it's quite a catch. This lipstick can moisturize users' lips. Long-

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term effects of using the lipstick will prevent the users' lips from being chapped. It will also enhance the color of their lips!"

The crowd immediately went into an uproar as soon as Trevor announced that.

"Whoa! That's so awesome!"

"I've heard that Newmere Cosmetics is a dark horse in the industry!"

One female reporter couldn't help but go forward to try the sample on the spot.

Since the lipstick immediately took effect on the reporter's lips, she let out a squeal of excitement, which caused more people to gather around.

Severich's exhibition booth became quite lively for a moment.

Even the people who gathered around Shining Company's booth, went to Severich's booth to see what the fuss was about.

"Severich!" Cormac exclaimed angrily as he clenched his fists.

## Chapter 1360 A Battlefield

Trevor smiled faintly, looking at Cormac and Jonah standing not far away with stiff postures.

They wanted to keep going. But how? It seemed they had no other way.

Since the opponent had no other tactics, it was Trevor's turn.

The new product launched by Severich was well publicized and became famous. So Trevor had the time to deal with the traitor Jonah and the competitor.

Trevor picked up the microphone and said, "Mr. Shaw and Mr. Cruz, I am glad to meet you two on this occasion. I have always wanted to talk to you two. Since you both appear here at the same time, I believe it must be fate. I'll go straight to the point. How do you plan to take responsibility for plagiarizing our product?"

Trevor's tone was not harsh. It could even be considered gentle. But his words shocked everyone.

He exposed that Jonah and Cormac plagiarized the product of Severich.

This was a matter of law.

The reporters exclaimed one after another and immediately covered their mouths, not even daring to breathe. They stared at Trevor excitedly, looking forward to more revelations.

The expression on Cormac's face changed. He didn't expect that the general manager of Severich would dare to expose them in public, and he couldn't help but feel a little guilty.

But he straightened his back and asked loudly, "What nonsense are you talking about? Who plagiarized your product? Do you



have any evidence?"

To take the product of Severich as their own, Cormac and Jonah had made full preparations. Because of this, they believed they didn't need to be afraid of Trevor's questioning.

Trevor waved his hand, and the assistant stepped forward, showing the sketch of the first design draft.

The design draft immediately caused an uproar among the people around.

"Wait... That's the product launched by Shining Company, right? Why does Severich have the design draft?"

Cormac was calm and composed.

"Only the design draft? What kind of evidence is that? Do you think that's enough?"

He waved his hand, beckoning his assistant. The assistant took a folder and showed a series of design drawings.

Upon seeing this, Cormac grinned.

"Ha-ha! Did you see these? These are the design drawings. Look at the date they were created. It should be earlier than yours. Now, I can't help suspecting your company stole our design plan, and you're only framing our company."

Trevor's eyes narrowed.

Sure enough, Cormac was something. As the general manager of Shining Company, he would do everything to compete with Severich.

He and Jonah came well-prepared.

To completely take the product plan as his own, Cormac had spent a long time discussing it with Jonah.

They had forged all conceivable evidence they could think of.

How could they let Trevor take advantage of any loophole?

Jonah also sneered and gave Trevor the middle finger when no one noticed.

Since Cormac showed his company's design drawings, public opinion was reversed.

"Oh my! This is so exciting! Who is the real plagiarist?"

"Maybe it's Severich. After all, the date of their design draft is later."

"I also think so. Severich is very suspicious."

In an instant, everyone looked at Trevor with distrustful eyes.

The situation had become unfavorable to Severich.

Since the two companies exposed and accused each other, it was impossible for the exhibition to end peacefully.

Trevor had to deal with Jonah and Cormac and led Severich to defeat Shining Company.

Otherwise, Severich would suffer a heavy blow.

The business world was like a battlefield. They were as incompatible as fire and water.

And in this battle, either Severich or Shining Company would be destroyed.

## Chapter 1361 The Design Concept

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For a while, there were whispers about the matter in the exhibition center.

People looked at Trevor skeptically.

Trevor noticed the looks these people were giving him, but he was in no rush.

He turned to look at Sheena, who was standing next to him. The two smiled at each other knowingly.

Everything was going according to the plan.

When Trevor decided to fight Shining Company in today's exhibition, he expected Shining Company to strike back and he prepared accordingly.

He and Sheena had already come up with the countermeasures.

Putting forward the design draft was the first step in the trap Trevor set up.

As expected, Cormac fell into the trap.

As Trevor watched, Sheena took a confident step forward. Then she took the microphone and said loudly, "Ladies and gentlemen, I am the person in charge of the design of these two products. To tell you the truth, these two products are both my creations. I love them a lot. To share my conception of aesthetics, I left my personal mark on the products. At the bottom of both lipsticks, I left two initials, SH. These two letters are the abbreviation of my name, Sheena Hobbes. The letters are seamlessly integrated into the design, but if you look carefully, you can see it."

At this moment, a broad smile appeared on Trevor's face. He looked at Cormac and asked loudly, "You claim your company launched this product, what is your design concept?"

The corners of Cormac's mouth twitched. Seeing that the reporters were now looking at him intently, he didn't dare to show his timidity. He pretended to be calm and said, "Well, our company's designer will talk about the design concept."

A short woman with thick glasses came forward and said expressionlessly, "When designing this lipstick, we mainly focused on the theme of dream. Then we thought of star as a major element of our design. That's why you see so many shiny patterns on the outside of the product. I think this concept of dream and stars will make this lipstick win the hearts of many women."

Despite everything the designer said, she was still unable to explain why the letters SH were on the design.

With a smile, Trevor interrupted the woman's long speech.

"I'm sorry to interrupt you, ma'am, but I want to know why there are letters SH on the product design. Can you give me a plausible explanation?"

The woman's body suddenly stiffened, and embarrassment appeared on her face.

He wanted an explanation?

How could she explain it?

Neither Cormac nor Jonah had noticed that detail, so they didn't prepare any explanation for that.

"Well... I... Mr. Shaw, would you like to tell them more about our new product?" The woman was so embarrassed that she hurriedly deferred the difficult question to Cormac.

Cormac's face darkened and it was clear he, too, was extremely embarrassed. He stuttered, "Well, concerning those letters... The letters were added just to give more elegance and

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beauty to our design. They don't have any special meaning."

Upon hearing that, Trevor laughed wildly. "Ridiculous! Sheena, could you please further explain the design concept for us?"

Sheena smiled as well and with a hand in her pocket, she said casually, "When I was working on the lipstick design, I had a theme in my mind; secrets make women more charming. Although the product had a lot of shiny elements, most of the product design was left blank. The idea here was to leave room for imagination. We believe that every person is beautiful in a particular way. Cosmetics only serve to highlight the beauty that our consumers already have. We don't think it's possible for cosmetics to replace the beauty of our consumers."

Sheena went on to talk about the whole design concept, clearly explaining the details of the lipstick.

More importantly, she mentioned the letters on the design.

That was the absolute proof that she was the one who designed the lipstick.

When Sheena was done, she looked at Jonah and sneered.

"Mr. Cruz, I am stunned to see you, the former vice general manager of Severich, to show up at Shining Company at the exact moment after our product was plagiarized."

Sheena's words immediately aroused the endless imaginations of the reporters.