

Spare Wife 408

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Each Has Its Strong Points

The brand's owner's face was tinged with happiness when he saw Abigail genuinely giving him some advice.

So, he immediately took out his business card and handed one to Abigail and Luna, respectively. "Can I buy you two a coffee?"

Luna raised her eyebrows as she took the business card. Then, she glanced at Abigail.

"Sure," Abigail replied.

After all, the reason they came here to the exhibition was to find collaborators.

Then, the brand's owner introduced himself briefly upon arriving at a nearby cafe.

His name was Howard Creed, and he was the new CEO of Fairy Meadow.

The moment Abigail took off her mask, Howard was beyond surprised. "You are... Alana!"

"Yes, I am. A pleasure to meet you, Mr. Creed," Abigail said with a smile.

Howard involuntarily inhaled sharply as he muttered under his breath, "I didn't expect it was you."

Luna immediately teased, "So, what's the purpose of buying us coffee?"

"I thought you two were fashion designers, so I planned to seek out some advice regarding fashion designing... I don't think I have any bravery left in me now," Howard answered her, blushing.

"Fairy Meadow has been a time-honored women's apparel brand for over a decade. To be honest, the design of the dress is quite disappointing to consumers," Luna expressed frankly.

Even if Fairy Meadow's price keeps up with the market price, both the design and workmanship are still extremely poor for its cost.

"You're right. If truth be told, many CEOs before me have been fired. Furthermore, the company has been experiencing negative growth continuously for three years." Howard couldn't help but sigh after telling his side of the story.

Abigail scrutinized him briefly as she asked, "Do you come here to the exhibition to learn then?"

"Yes I know our company is doing worse than other companies in some aspects. Plus, I have looked at other companies' designs, and their products are indeed much better than ours. It doesn't help that the prices for their clothing are very affordable as well. Still, it will be difficult for me to negotiate a price reduction for our brand. After all, I'm just an executive CEO. The

company's president can fire me anytime he wants. So, I'm mainly here to seek a breakthrough," Howard replied to her sincerely.

"I can't deny that breakthroughs are the top priority in design, but Fairy Meadow isn't as good as the new brands popping up around the corner. Moreover, no one will like your products due to the high price tag. Tell me-which brand among the new luxury clothing brands is less famous. than Fairy Meadow?" Abigail leaned against the chair and spoke bluntly.

She had no intention to wound Howard, but she also wanted him to know that the market was cruel.

"The designers in Fairy Meadow refuse to look at the changes in the market. Is there any other way? For example, using better fabrics-"

"That's not how it works if you want to succeed in the long term," Abigail immediately interrupted him.

Howard still wanted to speak when Luna suddenly handed him her business card. "Do you want to cooperate with us?"

"Cooperate?" Although he was a little surprised, he still accepted the business card Luna handed him.

"L.Moon will invest in Fairy Meadow. From now on, Fairy Meadow will be L.Moon's subsidiary. As for the designers... You can leave it to me. I'll talk to your company's board of directors myself." Luna cut straight to the point.

Howard was shocked as he listened to Luna's somewhat boastful words.

Meanwhile, Abigail remained silent, for she was a designer through and through. On the other. hand, Luna was the one who was an expert in business.

"You may feel offended since Fairy Meadow gained fame earlier than L.Moon, but that's all in the past. Negative revenue growth means that the brand is nearing bankruptcy. Furthermore, there's a trend of old brands going bankrupt with the emergence of new brands in recent years. That's why cooperating with us is Fairy Meadow's only way out of bankruptcy." Luna leaned on the chair. looking like a boss.

Howard frowned and said nothing.

According to L..Moon's current momentum, cooperating with them will definitely benefit us greatly. It's just that Fairy Meadow is a time-honored brand. I fear the company's shareholders will go ballistic

when I return and bring up the topic that I have agreed to let our company be a subsidiary of a newcomer in the industry.

But then again, it seems that Fairy Meadow has no other options besides this one.

The high-level management within Fairy Meadow is corrupt, especially the design department. It doesn't matter how hard I work: I can do nothing to improve the situation if the design department refuses to accept

any form of change.

“How much is L.Moon planning to invest?” Howard asked Luna.

“Not much, only 5.3 million. Just transfer me a few shares so that I have a right to voice my opinion in the meeting,” Luna said. “As you know, this person beside you is a legend. Fairy Meadow will achieve profitability in less than a year as long as you agree to cooperate with L.Moon in good faith.”

Howard’s ambition was instantly roused by her words.

She has a point, but Alana’s works are also really expensive.

For example, the dress she designed for the winning actresses. Each costs as much as 1.5 million. That’s quite a high remuneration.

“I will try my best to fight for it when I return, but there’s no guarantee,” Howard said tentatively.

“Well, if you can’t guarantee this, we can cooperate in another aspect. Fairy Meadow has to have a wide range of fabric suppliers, right? Why don’t you provide us with suppliers while I try my best to help you think of profit strategies?” Luna curled her lips into a cunning smile.

Howard looked at her with admiration. “Miss Smith. I’m truly impressed that a young woman like you has such a daring and resolute character.”

“It’s because I have a trump card.” Luna dismissed humbly.

“Miss Smith, don’t worry. I will do my best!” Howard’s mood began to brighten.

There are definitely only advantages and no disadvantages if Fairy Meadow secures a cooperative tie with

them.

“I shall wait for your good news then.” Luna smiled.

“Still, your company seems to be facing quite a problem. Let’s forget procurement issues for now, The fabric used for the dress that cost 599.99 was actually imitation silk chiffon. Normally, genuine silk would be used for a dress with such a hefty price tag.” Abigail didn’t make things clear, but she knew Howard knew very well what she meant.

It’s the easiest for the person in charge of the company’s procurement to reap some profit. The more daring one is, the more profit they can earn.

Besides, most senior executives don’t know much about clothing. Of course, they won’t be able to tell the difference between imitation silk and genuine silk.