

Chapter 1394 Publicity Before The Competition

"This is just a marketing tactic, nothing to be surprised about," Janet said calmly as she handed the phone back to Lexi.

However, Lexi frowned and warned, "But she seems confident. Perhaps she has some tricks up her sleeve. We ought to be careful!"

Janet smiled and replied nonchalantly, "Mandy has always been the one to create hype things up before a fashion show. She is usually flamboyant and high-profile, so I've already expected her to do some publicity before the competition."

She leaned back in her chair and relaxed slightly before continuing, "As far as I know, Mandy has been quietly preparing for this fashion show. Perhaps she had finally created a piece of work that she's satisfied with and is confident that it will win."

Lexi became more anxious after hearing Janet's words. "You mean she is provoking us? Is she

intentionally telling us she is confident in winning with this announcement?" she asked.

Janet smiled and shook her head. "When designers are confident, it's common industry practice to be high-profile before a show. She isn't intentionally targeting us," she explained patiently.

Lexi still appeared confused.

Although she had been working in the studio for some time and had been very diligent in her work, she was not a professional designer. Hence, she still did not fully understand the ins and outs of the design industry. Moreover, she had a bias against Mandy.

Janet understood what was going through Lexi's mind and explained, "Designers need a certain level of recognition to add to the chance of winning. So, when designers are confident in their work, they hype up their design to garner support and establish their reputation."

Finally, Lexi understood, but she was still confused. "Boss, why don't we create some hype in advance too?" she asked.

Janet tilted her head and asked, "Do you have any good ideas?"

Lexi had excitement written all over her face. She was about to share her ideas when she caught a glimpse of Brandon from the corner of her eye. Although he kept his head low, his strong aura still overwhelmed her. Lexi shuddered and swallowed her words again.

Noticing that Lexi was silent again, Janet turned her head and glared at Brandon. "Brandon, stop scaring my assistant!" she scolded.

Brandon looked at her and said innocently, "I didn't do anything. She got scared on her own."

Then, he gave Lexi a cold stare.

In fact, he was purposely trying to scare her. He finally managed to calm Janet down, but because of Lexi, Janet might become nervous again.

Lexi caught Brandon's cold gaze and hastily shook her head. "I got scared on my own. It has nothing to do with Mr. Larson," she said quickly.

"Answer Janet's question. Don't waste her time," Brandon said coldly.

"Brandon!" Janet chided. She glared at him and warned, "Do your job. If you keep interrupting Lexi, I'll be angry with you."

Brandon looked at Janet with a helpless smile and

lowered his head, continuing with his work.

With Janet's protection, Lexi quietly heaved a sigh of relief. Eagerness flashed across her eyes as she suggested, "I think Mandy's approach is very promising. We can consider learning from it."

Janet raised an eyebrow and nodded, gesturing for Lexi to continue.

Encouraged by Janet's support, Lexi grew more excited as she spoke. "Boss, your credentials are excellent and your skills are on par or even better than Mandy's. We don't need to be afraid about posting more photos of your work. I'm sure it will be effective in promoting your name. Moreover, our studio was recently opened and had been criticized in the past. This will be the perfect opportunity to promote ourselves and turn our reputation around!"

Lexi finished explaining and looked at Janet expectantly. "What do you think?" she asked. 1