

## Spoiled by Mr. Russell Chapter 411-415

### Chapter 411

“Enough, it’s just the annual perfumery competition. So what if you get disqualified this year? It’s not like you don’t have the next time. What are you so worried about?”

Eloise’s brows furrowed in annoyance.

“B-But we’re not going to make it!”

How could Nathaniel not be worried? Even though the competition was only two months away, he had already completed their admission.

If he could make amendments, MN Inc. needed time for research and development to create a whole new product and for it to be successful.

Even if they came up with a new product to make it, Nathaniel could not guarantee it would be good enough to win the competition.

Most importantly, he faced the issue of a criminal’s name attached to his two new products.

It would undoubtedly affect the perfumes and MN Inc’s reputation.

Nathaniel needed damage control to save the perfumes and his company’s reputation. He also had to carefully think up an explanation for this situation for the board of directors. His most significant concern was about the company’s profit margin.

Too many issues coinciding made him feel helpless and unable to take it anymore.

“It’s not entirely impossible. We could still change the list of participants a month before the shortlisting. As for the trouble with your company, I’ll help you with it,”

Eloise added after pausing for a short while.

Nathaniel’s eyes shone brightly with hope after hearing what his mother said, “Do you mean that?”

Eloise had never offered to help.

Her principle was never to expose their relationship as parent and child, so Nathaniel could never use her connections.

Instead, he had to build his business on his own, and if one day he were big enough, Eloise would consider revealing their relationship to the public.

If Nathaniel could not manage to be successful, then she would bury this information and bring it with her to the grave.

That was why Nathaniel never asked for his mother's help, regardless of the situation, because he knew she would not help him.

So, he felt shocked that Eloise had offered to help with his problem.

"Don't be too happy yet. Tell me, in the past two seasons, how was your company's profit margin? How much do your two new perfumes account for in your company's total profit margin? I heard they're doing pretty well in the market now," Eloise asked thoughtfully.

"About that..."

"There's another thing I want to know. Are you still profiting from your older products? The ones Lily left behind before joining Rebirth. I also want to know how much they account for in your profit.

Have you ever made a detailed profit comparison between your older and newer products?

"Does your company have a list of regular customers? Do you have a good relationship with them? Is there a possibility they could increase their orders with you? Also, how many perfumers do you currently have? Are there any talented people among your workers?" Eloise bombarded Nathaniel with questions about his company.

"I-I..."

Truthfully, Nathaniel had been slacking off recently as he thought the company was doing well. He was confident that the board of directors was satisfied with the profit outcome and had expected Melanie's products to obtain an award or two at the competition this year.

Even if Melanie could not win an award as a perfumer, Nathaniel was sure her products could, as they were judged by their quality and market receptivity. He thought he could earn respect and profit in the industry.

The only thing left for him to do was to win Lily back.

If that happened, Nathaniel would not have to worry about his future ventures.

However, it was all a dream since Nathaniel did not expect Lily to be with Alexander. He also never expected Melanie to get into trouble with the police.

Nathaniel thought his world was about to end.

"Why are you stuttering? Look at yourself. What have you been doing all these years? How can you not know about such things? Do you still need me to teach you how to do it properly? How are you not attentive toward your company's profit margin and customers?"

Eloise reprimanded Nathaniel heatedly.

## Chapter 412

“Mom! I’m sorry, I made a mistake! I thought we’d surely succeed, but this happened. I didn’t think that Mel would be dumb enough to kidnap Lily. I had no idea she would do such a thing! Plus...”

Nathaniel remembered something and stole a glance at Eloise.

“I didn’t know that Frank was a drug addict. He has a terrible reputation worldwide!”

Nathaniel only found out everything after he did some investigation upon hearing that Melanie was in trouble.

Everything made sense to him now. He knew the reason he could not get in touch with Melanie and lost contact with Frank—the cops in Westwood had captured them.

“That’s enough. He lied to me, too.”

Eloise rubbed her temples, her head throbbing at the mention of Frank. She was not careful enough back then.

To her knowledge, Frank was smart and talented.

He had also won several awards in the past.

Little did she know his creations were the results of plagiarism, and his reputation was terrible!

“He did it to you too...”

Nathaniel gasped and stared at Eloise in astonishment. His gaze made her uncomfortable, so she shot him a glare.

“What the h\*ll are you thinking? I didn’t know he was such a person and got tricked, too.”

“Oh...”

Nathaniel breathed a sigh of relief, but his look riled Eloise up even more.

“What in the world is in that head of yours?”

“I-I want to do better and make you proud of me one day, but I seem to have ruined everything,” *иногда* she said, upset.

Eloise’s tone softened as she took in his sad expression and words.

After all, she had always felt guilty for being absent all those years, mainly because he was her son.

“It’s okay.You didn’t ruin everything yet.At least this isn’t the worst scenario for us.By the way, I heard that you’re courting Lily again?”

At the mention of that, Nathaniel became even more distressed.

“It’s not going smoothly?”

Eloise threw him a sideway glance as she did not see it as a huge problem.

“That’s expected of her.Do you remember how you treated her back then? How could she forgive you so easily? The Lodge family is probably still mad at you too.You need to be patient about this.”

“No matter how much patience I have, it’s useless! Mom, she’s in a relationship with someone else already!”

Nathaniel interrupted Eloise and said unhappily.

Eloise was stunned.

“With who? I’ve heard nothing about this.”

“I-It’s Alexander Russell.”

The thought of Alexander made Nathaniel shiver in fear.He still could not believe it.

“Who?”

Eloise raised her voice, astounded.Her reaction was within Nathaniel’s expectation.

Hence, he repeated, “You heard it right.It’s Alexander, the CEO of La Beauté Group and the current head of the Russell family.”

That stunned Eloise.

After a moment of silence, she managed to calm herself down.

“Who did you hear that from?”

Rumors were everywhere in this era.It was usual for fake news to go around to protect oneself or for any other motives.

Eloise would not believe what Nathaniel said so quickly.

“I saw it myself,” he said, sounding broken-hearted.

## **Chapter 413**

“You saw it?”

Eloise trailed off, frowning because she found it hard to believe Nathaniel's words.

"Alexander Russell? The CEO of La Beauté Group?"

Eloise would know about Alexander.

In fact, the Russell family was well known, not only in Sapphire but in the entire nation of Hyderland as well.

Alexander was widely regarded as the most talented heir to the family and was the source of admiration for many ladies across the country.

'Why would such a man be in a relationship with Lily?' It was not entirely impossible, though, after Eloise gave it some thought.

If Lily were any other woman, Eloise might be able to convince herself that Lily was one of Alexander's flings.

However, Lily was a part of the Lodge family. If Alexander and Lily got married, their union would unite the Russell and Lodge families, which would have a far-reaching impact.

"Mom, I don't think Lily has feelings for me anymore. Anything I do would be useless. What should I do now?"

Nathaniel looked disappointed. He knew he had no chance to get back with Lily when his love rival was Alexander instead of Edward. His attitude pissed off Eloise.

"What should you do? Are you asking me that now? I've told you many times before to treat her nicely! Now that she's gone, you're regretting it?"

"I-I was just blinded back then..."

Nathaniel admitted that he made the wrong choice, but it was pointless to talk about that now.

Eloise understood that as well. Hence, she only reprimanded him a little before sighing.

"Forget it! She's not the only woman in the entire world, and you have many other choices. I must say this to you now. You can date whoever next time, but you must be smart! You can fool around with women like Melanie, and she shouldn't be a woman you marry!"

If it were in the past, Nathaniel would retort, but after everything that had happened, he knew better.

Nodding, he said, "You're right, Mom. I'll listen to your advice next time, but what should I do now?"

Even though he wanted to prove himself to Eloise, he knew she was more perceptive and savvy than he was in many situations. He had no idea how to solve the problem this time, so he could only seek his mother's help.

"You need to stop selling those two new perfumes," Eloise said after some time.

"What?"

That would be a big hit to his company's income as they mainly depended on the two perfumes to generate profit.

"What's with that response? Do you want to see your company being forced to shut down? If that's the case, then forget about what I said!"

Nathaniel quickly grabbed Eloise's arm.

"No! Mom, please. I said I would listen to anything you told me. The thing is that we would only have perfumes that were created long ago if we stopped selling the two new ones. That would be impossible for us to expand our market share!"

His words made Eloise scoff before she mocked, "What are you thinking? Do you think you're capable of expanding the company's shares now? The most important thing for you to do is to retain the current shares you have!"

Eloise paused for a while before adding, "Other than removing those two perfumes from your stores, you must make an announcement immediately. Remember to find someone who's the best in PR to do this and only publish the statement when it is good enough. Be careful of the usage of words. That's one thing.

"First, you should apologize to the consumers and mention that your company was also tricked in this case. Demonstrate your principles and that MN Inc. is resolved not to sell creations by problematic perfumers, then pledge to produce a line of better perfumes soon.

"Lastly, express your pity toward what happened to Melanie. Remember that you must show them you're determined to provide the best. Oh, right, don't forget to mention that you and Melanie broke up two months ago."

"This is my private matter. I don't think there's a need to mention it, right?" Nathaniel asked with hesitation.

#### **Chapter 414**

Eloise raised her hand to knock his head, somewhat annoyed that Nathaniel was not smart enough.

"You're the company's legal representative, so your stance, in this case, is of extreme importance! You must understand that you cannot get rid of your involvement in this issue no matter what you do.

“If you choose to support her, that means your morals are questionable. If you cut off all ties with her, the public won’t think that you’re fair and selfless, but they’d say that you’re heartless for leaving her alone when things got tough.”

“This...”

Upon hearing that, Nathaniel’s expression turned grim.

“No matter what I do, I’d look like the bad guy!”

“What else do you want?”

The mention of this made Eloise mad.

“This is all your fault! This matter could only be dealt with in a low- key manner, and you should not reveal too much because the more you say, the more problems will arise. Also, behave yourself these days. Stop visiting bars and getting drunk! Do you want to tarnish your name even further?”

“I-I’m sorry.”

Nathaniel hung his head low, embarrassed to look up after being reprimanded by Eloise. However, she was right, so he could only apologize.

“You must make the public think you were hurt in this relationship. Oh, didn’t you say that Melanie had an affair with Frank? Find some internet trolls and leak that online. Don’t do it yourself. Remember that you should say and do nothing about Melanie’s affair. That way, the public would think you’re a victim in this case too.”

Nathaniel suddenly looked up with disbelief written across his face.

“I...need to announce that to the whole world?” *ισνεβεβσοκ.ζομ* He had pride and did not want to make a big deal out of this, afraid it might embarrass him even further.

“Which is more important to you? Your pride or your future?”

Eloise rolled her eyes at Nathaniel.

Sometimes, she felt that her son did not inherit her intelligence.

She Is Still On Top When It Comes To Who Is The Most Beautiful

“You must understand that people tend to sympathize with the weak. You’ll look like a victim when you don’t say anything regarding the affair, making people pity you more. Sometimes, sympathy could help a lot!”

“I understand it now! I know how to go about it!”

Under Eloise's guidance, Nathaniel finally figured things out.

"Mom, thank you. I wouldn't have known what to do without you! I thought...that you wouldn't care about me..."

"You're my son. I couldn't just stand by and watch you suffer, could I?"

Shaking her head, she added, "Other than these urgent matters, you must recruit a few more talented perfumers. Your company wouldn't be able to function without them, okay? My suggestions might help your company solve its crisis this time, but what about in the future?"

"I tried to recruit a few before, but there wasn't anyone fit for the role."

Nathaniel had the same thought as Eloise, but it was tough to find the perfect candidate because a profession in this line of business was not a popular choice.

The novice perfumers were not skillful enough, while the better ones would choose to work in a much better company than MN Inc.

"That's why I said you're really..."

Eloise trailed off, choosing not to finish her words because it would not help with the current situation.

Sighing, she started, "Don't aim too high. Forget about getting top-tier perfumers. You can recruit those mid-tier ones who are suitable and with some potential to grow in the future. Experience doesn't matter much. Talent is much more important. Do you understand me?"

"I...Okay!"

Nathaniel wanted to retort, but he nodded immediately after meeting Eloise's gaze.

Now, he did not have the right to be picky.

Having someone capable on the team would be good enough for him.

## **Chapter 415**

Nathaniel moved fast and got his PR team to release a statement the following day while he apologized to the board of directors. He admitted he had failed to supervise his team. He explained to the board of directors how they would suffer more significant losses if they did not take down Melanie's two perfumes.

Nathaniel also promised to launch a new product soon to compensate for the current losses.

The board of directors was unhappy with the development of the matter.



However, they had no other way to deal with this case.

On top of that, Nathaniel sincerely apologized, and none of them wanted to lose all their investments like this.

Hence, the board of directors agreed to Nathaniel's suggestion since they could not devise a better plan, giving him another chance to make amends.

Nathaniel knew he had succeeded partially after getting the board of directors to understand and approve his plan.

The PR team's quick response, where they apologized to the citizens before discovering Melanie's affair, managed to give the public a better impression of MN Inc. It increased the two perfumes' popularity by attracting those who had never heard of the products.

Some netizens even tried selling their two perfumes at sky-high prices because most considered them limited editions since MN Inc. no longer sold them.

Nathaniel noticed the rising popularity of the company's old products and wished he could bring the old stocks and profit from them.

Eloise had predicted this before and warned her son that he should never put the old products back on the shelves as it would make MN Inc. lose credibility.

By then, it would genuinely be game over.

Due to Eloise's warning, Nathaniel resisted the temptation and suppressed his urge to return the old products to stores again.

At that time, he realized that Eloise's predictions, including the netizens' reactions, were accurate.

Nathaniel knew that taking advantage of others' pity toward him could benefit him, and things would not turn out as he imagined.

Many also pitied him for getting tricked.

Some netizens even brought Lily up and commented that Nathaniel had gone through an arduous journey in his love life.

To them, a woman had pestered Nathaniel, who then made his life miserable because she did not love him back.

Others also pitied him so much that they bought MN Inc's perfumes to show their support for Nathaniel. The netizens who bought the perfumes snapped a few photos and posted them on their social media accounts, starting a campaign to support a good man like Nathaniel.

They promised to support him with their actions until he got through this challenging phase.

It was something Nathaniel had not imagined.

Everything happened so suddenly.

Due to this campaign, some netizens purchased more than one perfume bottle to show their support.

Although MN Inc. suffered losses because they removed both of Melanie's perfumes from their catalog, MN Inc's sales of past products, which were still available in stores, suddenly shot up.

Even their factories had to operate overtime to deliver the customers' stocks on time.

This turn of events overjoyed Nathaniel, and he could not wait to share the good news with his mother.

'You're brilliant, Mom! I thought this was the end for the company, but your strategy saved the company and brought it back to life'

However, a certain someone who got involved unwillingly was not happy.

Lily was scrolling through her Twitter feed on her iPad, getting angrier by the minute.

Lily wondered why the netizens had to bring her into this case, be it the statement from MN Inc. or the announcement of Nathaniel and Melanie's breakup, which never involved Lily.

Everything was in the past, yet they had twisted the truth.

Pissed off, Lily threw her tablet to one side, no longer wanting to read anything related to them.

Alexander had just finished his video conference in his home office.

He exited his home office to the living room and saw Lily being angry by herself on the couch.

Alexander raised his eyebrows and went over to pick up her tablet.

After taking a look, he knew the exact reason for her anger.

"His strategy was perfect this time around," Alexander commented objectively.

In a business sense, Nathaniel perfectly executed his plan by taking the initiative to show his weak side and gain sympathy.

