# Meghan Markle's lifestyle brand rebranding sparks controversy over name and logo similarities



Meghan Markle has made headlines this week following the announcement of a rebranding for her lifestyle business, which she originally launched last year under the name American Riviera Orchard. In a recent update shared via Instagram, Markle, aged 43, revealed that the business would now operate under the name “As Ever.”

In her announcement, Markle expressed her excitement about the new brand, stating, “I’m thrilled to introduce you to As Ever — a brand that I created and have poured my heart into. ‘As ever’ means ‘as it’s always been’ or some even say ‘in the same way as always’. If you’ve followed along since my days of creating The Tig, you’ll know this couldn’t be truer for me.”

However, the rebranding has sparked controversy as it has come to light that other businesses already bear the name “As Ever.” Among them is Arizona-based photographer Jen, who has operated her company, As Ever Photography, for over twelve years, naming it in honour of her late grandmother. Jen voiced her concerns on social media regarding the name sharing, writing, “When one of the most famous people in the world starts using your biz name of 12+ years (that you named in honour of your grandmother), seems like they could throw me a lil bone? @meghan @netflix.” She further elaborated on her Instagram about the significance of the name, linking it to her family's legacy and values, particularly those learned from her grandmother.

While many engaged with Jen's post in jest, she took steps to clarify her intentions, remarking, “A little clarification: I had a bit of fun posting about Meghan Markle using my biz name, but I am in no way interested in hatemongering against her.” She felt the need to disable comments on her posts after some responses turned contentious rather than light-hearted.

The rebranding of Markle’s company did not stop at naming conflicts; it has also allegedly led to accusations of plagiarism. In a situation unfolding in Spain, civic leaders in Porreres, a small village in Mallorca, are reportedly considering legal action against the Duchess, claiming that her new logo closely resembles the town’s traditional coat of arms. Both designs feature palm trees with birds on either side, though they differ in colour and detail. The mayor of Porreres, Francisca Mora, remarked that the similarity is “surreal” and hinted at the town hall's intentions to address the issue, saying, “We don’t want our coat of arms to be perverted because it belongs exclusively to Porreres.”

Porreres is a quaint historic town with a population of just over 5,000, situated about 22 miles east of Palma, the capital of Mallorca. It has a rich history dating back to the 13th century and is well-regarded for its picturesque landscapes and historical buildings, alongside an emerging status as a tourist destination known for its wines and agricultural charm.

Markle's rebrand comes at a tumultuous time, coupled with existing trademark issues faced prior to the launch of her Netflix show, “With Love, Meghan.” As the challenges surrounding her new lifestyle brand continue to unfold, it raises questions about the viability of the name “As Ever” amidst existing businesses and potential legal ramifications.

Representatives for the Duchess of Sussex have yet to provide a comment regarding the ongoing developments surrounding her brand.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.youtube.com/watch?v=aLzwVJ3RL24> - This YouTube video discusses Meghan Markle's rebranding of her lifestyle company from American Riviera Orchard to As Ever, highlighting the controversy and reactions to the change.
* <https://www.laineygossip.com/meghan-markle-as-ever-rebrand-is-gift-wrapped-blunder-for-her-many-detractors/80680> - This article provides insights into the challenges and criticisms surrounding Meghan Markle's rebranding to As Ever, including potential trademark issues and public perception.
* <https://www.instagram.com/meghanmarkle/> - Meghan Markle's Instagram announcement about the rebranding of her lifestyle business to As Ever, where she expressed her excitement and the meaning behind the new name.
* <https://www.noahwire.com> - This source provides background information on Meghan Markle's rebranding efforts and the controversies surrounding the name change, including potential legal issues.
* <https://www.google.com/search?q=As+Ever+Photography> - This search result leads to information about As Ever Photography, an Arizona-based company that shares the same name as Meghan Markle's rebranded business, highlighting potential naming conflicts.
* <https://www.google.com/search?q=Porreres+coat+of+arms> - This search result provides information about the coat of arms of Porreres, a town in Mallorca, which is reportedly similar to Meghan Markle's new logo, sparking accusations of plagiarism.