# Meghan Markle prepares for launch of lifestyle brand As Ever amidst show debut



Meghan Markle is preparing for the launch of her new lifestyle brand, As Ever, although products are not expected to hit shelves for several months following the debut of her Netflix reality show, With Love, Meghan, which is scheduled for release on March 4. The programme will feature Markle engaging in cooking and gardening at her residence in California alongside several well-known friends.

The series, originally slated for a January launch, faced delays due to the significant wildfires impacting the Los Angeles area. In light of the recent developments, Page Six has reported that the products from As Ever, which includes well-known items such as her raspberry jam, will not be available for purchase until “months” after the show's airing.

Markle's collaboration with Netflix extends beyond the series, as she plans to sell various products under her new brand, which has recently undergone a rebranding from its initial name, American Riviera Orchard. During an announcement filmed in her family garden, Markle shared, “I’m shocked we’ve kept this a secret for so long. In two weeks my show is coming out, which I’m so excited for. And also my business, which I think there has been a lot of curiosity about.” She explained the reason for changing the name, noting that the original title limited her offerings to items specifically grown or manufactured in her locality.

The trademark application for her products indicates a diverse range that will include fruit preserves, dog biscuits, tableware, cookbooks, pet food, and kitchenware, as well as plans for a retail store. A notable reference was made to polo player Nacho Figueras, who recently showcased deliveries of the Duchess’s raspberry jam and dog biscuits on social media.

Earlier trademark-related challenges arose when Markle attempted to secure the name American Riviera Orchard but faced rejection due to the commonality of the phrase, particularly as it pertains to the Santa Barbara area, where she resides with her husband Prince Harry. The attempt to trademark the name was denied in August because of how it was originally filed, and the addition of ‘Orchard’ did not aid her case.

In recent weeks, Markle's brand has encountered scrutiny over its logo as a small town in Mallorca, Spain, named Porreres, claimed that it bears a striking similarity to their coat of arms. The town’s emblem features a palm tree flanked by two swallows, which Markle’s brand logo also includes but substitutes the swallows for hummingbirds. A representative for Markle and Harry stated, “The logo incorporates a palm tree as a nod to The Duke and Duchess’ home in California, along with two hummingbirds — a favorite of Prince Harry’s. The distinct shape enclosing the birds and tree was intentionally designed to create a unique and personal emblem. As part of the process, comprehensive global searches of registered trademarks were conducted.”

Additionally, a New York City-based clothing brand that shares the name As Ever clarified that it is not connected to Markle's new business. Mark Kolski, the owner of the brand, expressed his concern regarding the situation and stated, “In the last 36 hours there has been an outpouring of support and concern regarding recent events around our namesake brand. We are aware. We are not affiliated.” He also indicated efforts to explore options since he has been selling clothing under that name since 2017.

The Independent has reached out to Markle’s representatives for further comments on these developments.

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

## References

* <https://people.com/meghan-markle-changes-name-lifestyle-brand-american-riviera-orchard-as-ever-8737049> - This article supports Meghan Markle's rebranding of her lifestyle brand from American Riviera Orchard to As Ever, aligning with her upcoming Netflix series and reflecting her passions for cooking, gardening, and entertaining.
* <https://people.com/meghan-markle-launches-new-instagram-lifestyle-brand-as-ever-11681697> - This article corroborates the launch of Meghan Markle's As Ever lifestyle brand on Instagram, highlighting her excitement about the brand and its focus on her long-standing interests.
* <https://www.youtube.com/watch?v=2o9eg2nJgkk> - This video discusses the controversy surrounding Meghan Markle's As Ever brand, including the name and logo issues, and the delay of her Netflix series due to wildfires.
* <https://www.bhg.com/meghan-markle-as-ever-brand-11684021> - This article provides insight into why Meghan Markle changed her brand's name to As Ever, emphasizing the brand's connection to her past lifestyle blog, The Tig.
* <https://www.youtube.com/watch?v=2Ug7fVJ38bw> - This video transcript supports Meghan Markle's announcement of her As Ever brand, detailing her reasons for the name change and her enthusiasm for the upcoming Netflix series.