# Meghan Markle launches online shop, embracing e-commerce



Meghan Markle, the Duchess of Sussex, has officially entered the world of e-commerce by launching an online shop via her Instagram account, @meghan, yesterday. The new venture will leverage affiliate links that allow her to earn a commission for clothes promoted through her platform, despite her previous assertions that she is "not an influencer." This initiative is expected to yield substantial financial rewards; reports suggest she could "make millions" from the affiliate marketing strategy.

The products available on her new ShopMy website include a range of high-end apparel, such as a sleeveless gown priced at over £1,000, £600 Saint Laurent sandals, and £200 earrings. Various brands in her curated collection feature popular names like Heidi Merrick, Reformation, and J Crew. Meghan's decision to promote pricey items has raised eyebrows amid her claims that she positions herself as a "female founder" and an entrepreneur, rather than a social media influencer.

In a recent interview with People magazine, Meghan reiterated her stance, stating, "I see myself as an entrepreneur and a female founder." However, Hayley Knight, a PR and branding expert, remarked to FEMAIL that Meghan's latest venture could suggest a deviation from her previously stated position. Knight noted that the introduction of affiliate marketing aligns closely with conventional influencer practices, stating, "It is difficult to deny that the Duchess is increasingly adopting standard influencer behaviour."

The launch of the shop coincides with her recent media ventures, including a podcast titled "Confessions Of A Female Founder" and a Netflix cooking show, "With Love, Meghan," both aimed at bolstering her brand identity. Knight acknowledged this move as Meghan’s "most overtly commercial influencer move yet," suggesting that it may dilute her brand's reputation for activism and philanthropy.

Critics have also voiced their concerns regarding the new online shop, with some accusing Meghan of commodifying her royal status. Observers expressed that her venture poses challenges in maintaining credibility as she transitions between activism and affiliate marketing. This ambivalence has led to online backlash, with some social media users commenting on her choice to monetise her public image through affiliate links.

The online store's recent launch immediately attracted attention, with links to items selling out due to increased traffic, causing some retail websites to temporarily malfunction. The Duchess's online strategy has prompted comparisons with the social media approaches of other public figures, such as the Princess of Wales, who has opted for a more understated public presence focused on her charitable work.

Meghan’s latest endeavour comes following her departure from royal duties in 2020 alongside Prince Harry. The couple moved to California under a new financial strategy, as they worked to find a balance between their private life and public engagement. While they boast a reported fortune of £34 million, the new shop can allow for the generation of additional revenue streams.

The Duchess's foray into affiliate marketing seems to be part of a broader trend among celebrities leveraging their social media presence for commercial gain, raising questions about the long-term impact on their public image. As she continues to roll out her lifestyle brand, now renamed As Ever, Meghan appears to be cultivating her identity within the lifestyle market, routing through a breadth of media engagements and e-commerce initiatives to broaden her influence.

The launch also featured a personal touch, with Meghan posting a heartwarming image of herself with her children, Prince Archie and Princess Lilibet, picking fruit in their garden, adding an intimate layer to her public persona amidst a backdrop of critical scrutiny. As she balances her evolving career pursuits with family life, the public eye remains keen on her next steps within this new commercial landscape.

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

## References

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* <https://www.princesscatherine.com/charity-work.html> - Contrasts Meghan Markle's approach with that of the Princess of Wales, who focuses on charitable work.
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