# Meghan Markle's diverse business ventures post-royalty



Meghan Markle, the Duchess of Sussex, has undertaken various business ventures both before and after her marriage to Prince Harry, with activities spanning multiple sectors including media production and lifestyle branding.

Prior to becoming a member of the British Royal Family, Meghan operated a lifestyle blog called The Tig from 2014 to 2017, which focused on food, fashion, and travel. However, the blog was discontinued as she adapted to royal life. After stepping down from senior royal duties and relocating to the United States with Prince Harry, she ventured into the business world more prominently.

One of Meghan's more recent projects is her lifestyle brand initially launched in 2024 as American Riviera Orchard, which was rebranded as As Ever in 2025. The brand includes a variety of products, such as artisanal jams and home goods, inspired by her upbringing. Despite facing challenges such as trademark issues and operational setbacks, the brand has reportedly received positive feedback, with several of its products selling out quickly.

Meghan's media collaborations have also marked significant milestones in her career. In 2020, she and Prince Harry signed a multi-million dollar contract with Netflix which led to their first project, the docuseries titled Harry & Meghan. This series, which debuted in December 2022, provided viewers insight into their lives after stepping down from royal duties. Following this, they produced another series called Live to Lead. Notably, an animated series co-produced by Meghan was cancelled before it was released, but she continues to work with Netflix, presenting a solo series called With Love, Meghan that centres around home cooking and personal reflections. The series has garnered attention, particularly for a segment featuring actress Mindy Kaling, though it has received mixed reviews. In response to audience interest, it is believed that Meghan is preparing to film a second series.

In the realm of audio entertainment, Meghan and Harry entered a substantial $20 million agreement with Spotify in 2020. This partnership resulted in the launch of the Archetypes podcast, which explored societal stereotypes confronted by women, and the show won a People's Choice Award. However, their partnership with Spotify concluded in 2023 after one season, amid criticism from Spotify executives about Meghan and Harry's approach to the series. Despite this setback, Meghan has since teamed up with Lemonada Media in 2024 to revive Archetypes along with a new podcast, Confessions of a Female Founder, which highlights the stories of women entrepreneurs, including segments of Meghan's own experiences in establishing As Ever.

Additionally, Meghan has taken inspiration from social media influencers by launching a ShopMy page, enabling her to earn commissions from sharing her fashion choices. The page features items from various brands, ranging in price from £50 to over £1,000, indicating the potential for substantial financial earnings. However, the launch faced transient technical issues shortly after it was promoted on her Instagram stories.

Meghan Markle’s ventures reflect a blend of her interests in lifestyle, media, and entrepreneurship, illustrating her transition from royal duties to a more business-oriented public life.

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

## Bibliography

1. <https://meghanmaven.com/thetig/> - This URL supports the claim that Meghan Markle operated a lifestyle blog called The Tig from 2014 to 2017, focusing on food, fashion, and travel. It provides an archive of her blog posts.
2. <https://www.instagram.com/blogthetig/> - This Instagram page for The Tig highlights Meghan Markle's involvement in the lifestyle blog, bolstering claims about her pre-royal life as a writer and blogger.
3. <https://www.harpersbazaar.com/celebrity/latest/a64031670/meghan-markle-blog-the-tig-quotes-netflix-show> - This article corroborates Meghan's decision to shut down The Tig upon entering royal life and her current involvement in lifestyle content creation, including her Netflix series.
4. <https://www.hellomagazine.com/royalty/817785/meghan-markles-the-tig-lifestyle-blog-real-reason-she-ditched-it/> - This article explains why Meghan Markle ended her The Tig blog and describes her current pivot to lifestyle content, mirroring her past blogging endeavors.
5. <https://www.thetig.meghanpedia.com/about/> - This page provides information about the lifestyle focus of The Tig, including food, travel, fashion, and beauty, further supporting the description of Meghan's blog activities.
6. <https://www.cnbc.com/2020/09/02/prince-harry-and-meghan-markle-have-signed-a-deal-with-netflix-to-create-content.html> - This CNBC article confirms the Netflix deal signed by Meghan and Prince Harry, supporting claims about their media collaborations and projects.
7. <https://www.mirror.co.uk/news/royals/inside-meghan-markles-business-ventures-35061879> - Please view link - unable to able to access data