# Blake Lively's lifestyle brand Preserve criticised by former staff over toxic workplace and mismanagement



Blake Lively's foray into the lifestyle brand sphere with Preserve has come under scrutiny following revelations from former employees, who have described it as a 'toxic' and 'unprofessional' workplace characterised by chaos, legal disputes, and questionable management practices. Launched in 2014 as a competitor to Gwyneth Paltrow's Goop, Preserve was intended to offer high-end artisanal products and inspirational lifestyle content. However, it folded within a year, leaving behind a legacy tarnished by allegations of mismanagement and a distressing work environment.

In interviews, six former staff members recounted their experiences, portraying a scene far removed from the idealistic vision promoted on Preserve's glossy website. According to these insiders, the brand was operated out of a cramped Manhattan studio apartment owned by Lively's brother, Eric, who they claimed was ill-suited for the role of manager. Allegations surfaced that he often drank excessively, used drugs, and overslept, leaving employees waiting outside for hours. One former employee shared, “People would be outside in the cold and he wouldn’t let them in because he was still lying in bed smoking a bowl.”

The chaotic nature of the workplace was underscored by a lack of basic amenities. Staff asserted that they often found themselves working sitting on the floor for months due to the absence of furniture, which they found somewhat ironic given the brand’s focus on luxurious living. This combination of erratic leadership and poor working conditions fostered a culture where many felt emotionally drained. One employee went so far as to say, “The entire company was an absolute disaster,” pointing to the irony of Lively's recent workplace allegations against co-star Justin Baldoni in light of the problematic environment at Preserve.

Financial instability further compounded the issues. Employees reported late paychecks that forced some to choose between their subway fares and basic living expenses. Some of these staff members later alleged they were coerced into signing non-disclosure agreements, with claims of settlements reaching as high as $300,000 made in exchange for their silence regarding the tumultuous operations of the brand.

In the spring of 2015, a desperate group of employees sought a meeting with Blake Lively to address Eric's conduct. Their attempts fell flat; according to one staffer, she dismissed their concerns about her brother without consideration. This unresponsive management led several employees to pursue legal action, though it appears these disputes were resolved privately before public court documents could be filed.

Despite the promising beginnings, with Preserve initially partnering with a successful marketing executive, the brand's shutdown was almost inevitable. According to Blake, the failure was, in part, due to the challenges of launching while balancing a burgeoning family life—her first child was born in December 2014. She attributed the site’s shortcomings to its inability to make a meaningful impact. In a June 2015 interview with TIME magazine, she asserted that female entrepreneurs are often scrutinised in ways their male counterparts are not, lamenting the societal pressures that contribute to such disparity.

While Lively expressed intentions to rebuild and rebrand her project, the memories of Preserve linger, particularly among those who worked there. A shift in public perception has occurred as a result of Lively's ongoing narrative regarding workplace behaviour and the accusations levied against others; former employees have echoed their outrage at the perceived hypocrisy. As one former staffer noted, “She didn’t care to understand how the mismanagement of her brother could be affecting us.”

As Preserve's brief existence fades further into the past, its legacy serves as a cautionary tale about the complexities of intertwining personal and professional realms, particularly in an industry that often romanticises celebrity culture and entrepreneurial success.

### Reference Map

1. Article detailing allegations from former employees of Blake Lively's lifestyle brand.
2. Overview of former staff experiences with Preserve’s operations and environment.
3. Context regarding Blake Lively's announcement of Preserve’s shutdown.
4. Details on Lively’s public comments regarding Preserve's failure.
5. Additional context regarding the closure of Preserve and Lively's reflections.

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

## Bibliography

1. <https://www.dailymail.co.uk/tvshowbiz/article-14696549/blake-lively-lifestyle-brand-Gwyneth-Paltrow-Goop-Preserve-drugs-affair-bed.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.dailymail.co.uk/tvshowbiz/article-14696549/blake-lively-lifestyle-brand-Gwyneth-Paltrow-Goop-Preserve-drugs-affair-bed.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - An article detailing allegations from former employees of Blake Lively's now-defunct lifestyle brand, Preserve. The piece describes the company as a 'toxic' and 'unprofessional' workplace, citing claims of chaotic management, legal disputes, and a lack of proper facilities. The article also highlights the irony of Lively's current workplace allegations against co-star Justin Baldoni, given the reported issues at Preserve.
3. <https://www.glamour.com/story/blake-lively-shutting-preserve> - Blake Lively announced the closure of her lifestyle website, Preserve, after just over a year of operation. She cited the site's failure to meet its original mission and its inability to make a meaningful impact on people's lives as the primary reasons for shutting it down. Lively expressed plans to rebuild and rebrand the project in the future.
4. <https://www.businessinsider.com/blake-lively-shutting-down-preserve-site-2015-9> - Blake Lively revealed plans to shut down her lifestyle site, Preserve, citing its failure to meet its original mission and make a meaningful impact. She expressed a desire to rebuild and rebrand the project, emphasizing the importance of taking risks and learning from failures in the pursuit of personal success.
5. <https://www.teenvogue.com/story/blake-lively-preserve-site-closing-down> - Blake Lively announced the closure of her lifestyle site, Preserve, after just over a year of operation. She acknowledged the site's failure to meet its original mission and expressed plans to rebuild and rebrand the project in the future, emphasizing the importance of admitting when something doesn't turn out as expected.
6. <https://www.refinery29.com/en-us/2015/09/94913/blake-lively-closing-preserve> - Blake Lively announced the closure of her lifestyle site, Preserve, after just over a year of operation. She cited the site's failure to meet its original mission and make a meaningful impact as the primary reasons for shutting it down. Lively expressed plans to rebuild and rebrand the project in the future.
7. <https://www.foxnews.com/entertainment/blake-lively-shutting-down-preserve-because-its-not-making-a-difference-in-peoples-lives> - Blake Lively announced the closure of her lifestyle site, Preserve, after just over a year of operation. She cited the site's failure to meet its original mission and make a meaningful impact on people's lives as the primary reasons for shutting it down. Lively expressed plans to rebuild and rebrand the project in the future.