# Meghan Markle’s As Ever brand faces stalling momentum amid prolonged product hiatus



Concerns are mounting regarding Meghan Markle's lifestyle brand, As Ever, particularly about the apparent stagnation in product availability since its successful launch. While the brand debuted on April 2, 2025, with an entire collection that sold out in under an hour, the decision to not restock items for over two months has raised eyebrows among critics and fans alike. This hiatus comes despite a wave of initial enthusiasm, as items like limited-edition wildflower honey sold out within five minutes, igniting high expectations for replenishment.

Mark Borkowski, a notable crisis PR consultant, has expressed scepticism about the brand’s trajectory. He indicated that continuous positive narratives are essential for sustaining customer excitement. "As soon as nothing's happening, people ask questions," he explained, highlighting that the lack of updates can lead to speculation and uncertainty about the brand's future. This lack of engagement could undermine the foundation that was built during the initial launch, where Markle herself conveyed her gratitude on social media, stating, "Our shelves may be empty, but my heart is full!"

The launch itself followed a strategic rebranding from her earlier venture, American Riviera Orchard, and coincided with the premiere of her Netflix series, "With Love, Meghan." The brand offers an array of gourmet products, including herbal teas and baking mixes. Markle's efforts to send curated sample boxes to her A-list acquaintances, and even to members of the British royal family, further illustrate her ambition to secure a foothold in the lifestyle sector.

Despite the initial excitement, market analysts are closely monitoring As Ever’s performance. Borkowski mentioned that while celebrities can often fade from public interest, Markle remains a focal point due to her past decisions and ongoing media presence. Yet, he noted that the prevailing narrative presently revolves more around Prince Harry than his wife. This shift raises questions about Markle's marketing strategy, as maintaining visibility in a competitive landscape can be challenging.

The scrutiny surrounding As Ever is intensified by the upcoming second season of Markle's Netflix series, which is reportedly in production and set to feature prominent guest appearances. Notable names like Chrissy Teigen and Michelin-starred chef José Andrés are slated to join the show, aiming to enhance its appeal. However, the authenticity of the series has been questioned, particularly regarding location settings that do not reflect Markle's actual home life.

In an increasingly crowded lifestyle market, the absence of new products on the As Ever website is not merely an oversight but a pivotal moment that could define the brand’s longevity. As critics and consumers await clarity on the restocking process, analysts urge strategic communications to navigate what could become a PR pitfall. Maintaining engagement and excitement is key to converting initial buzz into sustained success, especially in a world where consumer attention is fleeting. The coming months will be crucial for Markle as she seeks to redefine her brand and reconnect with her audience, amidst whispers of intrigue surrounding her ventures.

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

## Bibliography

1. <https://www.express.co.uk/news/royal/2059064/meghan-markle-career-mistake-expert-opinion> - Please view link - unable to able to access data
2. <https://www.marieclaire.com/celebrity/royals/meghan-markle-as-ever-sells-out-in-minutes/> - Meghan Markle's lifestyle brand, As Ever, launched on April 2, 2025, with its entire collection selling out in under an hour. The debut lineup included items like raspberry spread, crepe mix, and herbal teas. The limited-edition wildflower honey sold out within five minutes. Markle expressed gratitude on Instagram, stating, 'Our shelves may be empty, but my heart is full!'
3. <https://www.marieclaire.co.uk/royal-news/meghan-markle-as-ever-royal-family> - Meghan Markle's lifestyle brand, As Ever, launched in April 2025, offering products such as jams, honey, and herbal teas. The brand sold out within an hour. Markle reportedly sent curated sample boxes of As Ever products to selected A-list acquaintances and the British royal family, including a box addressed to Clarence House, demonstrating her continued outreach to the Mountbatten-Windsors.
4. <https://www.marieclaire.co.uk/royal-news/meghan-markle-on-as-ever-rebrand> - Meghan Markle launched her lifestyle brand, As Ever, coinciding with the release of her Netflix series 'With Love, Meghan.' The brand offers luxury lifestyle products like flower sprinkles, hibiscus teas, crepe mix, and wildflower honey with honeycomb. The entire product line sold out within an hour of launch, prompting Markle to express gratitude on Instagram. She revealed that the journey to launching her business wasn't without challenges, including a last-minute rebranding from 'American Riviera Orchard' to 'As Ever.'
5. <https://www.marieclaire.co.uk/entertainment/tv-and-film/with-love-meghan-chrissy-teigen> - Season two of Netflix's lifestyle series 'With Love, Meghan,' hosted by Meghan Markle, is currently in production and promises an even more star-studded guest lineup than its first season. The show, which debuted in 2025, features Markle sharing lifestyle tips—ranging from baking and flower arranging to candle making—in a picturesque Montecito setting. Despite receiving criticism for its perceived lack of authenticity and for not being filmed in Markle’s actual home, the series has been praised for its celebrity guest appearances. The first season included stars such as Mindy Kaling, Abigail Spencer, Daniel Martin, Roy Choi, and Alice Waters. For the upcoming second season, confirmed guests so far include model and cookbook author Chrissy Teigen and Michelin star chef José Andres. Teigen’s appearance was filmed in spring 2024, and she has spoken warmly about her friendship with Markle. Markle has teased more fun and possibly the inclusion of products from her new lifestyle brand, 'As Ever,' although an official release date for season two has yet to be announced.
6. <https://www.marieclaire.com/celebrity/royals/meghan-markle-as-ever-sells-out-in-minutes/> - Meghan Markle's lifestyle brand, As Ever, launched on April 2, 2025, with its entire collection selling out in under an hour. The debut lineup included items like raspberry spread, crepe mix, and herbal teas. The limited-edition wildflower honey sold out within five minutes. Markle expressed gratitude on Instagram, stating, 'Our shelves may be empty, but my heart is full!'
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