# Meghan Markle’s As Ever brand struggles to restock amid sell-out frenzy and customer frustration



Meghan Markle's lifestyle brand, As Ever, launched with considerable fanfare in early April, but it has faced challenges since its debut. The brand's collection, which showcased eight products inspired by Markle's passion for cooking and hosting, sold out within an hour of its release. Highlights included a limited-edition wildflower honey that vanished from shelves in an impressive five minutes. This initial success seemed to signal a promising start for the venture, particularly as it aligns with her Netflix series, "With Love, Meghan," which features lifestyle themes that resonate with the offerings of As Ever.

However, nearly two months have passed since the launch, and As Ever has not restocked its products. Reports suggest that the initial inventory was intentionally kept small, a strategy some believe may have been employed to create an illusion of high demand. An industry insider commented that "showing that there is a sell out is very common for new brands to fake demand." This perspective raises questions regarding the sustainability and transparency of the brand's marketing strategy.

Compounding the issues, customers who eagerly purchased products have reported receiving cancellation emails citing overselling, leading to frustration among fans who were left empty-handed despite their quick response. In an apparent bid to smooth over public relations, Meghan extended a personal apology to affected customers and offered complimentary items of their choosing to rectify the situation. She also assured them that they would be the first notified about any future drops, suggesting an effort to maintain engagement and trust with her audience.

Industry analysts have spotlighted the potential pitfalls of the brand's current trajectory. Mark Borkowski, a leading public relations expert, highlighted that the lack of products available for restock could cultivate scepticism among consumers. "As soon as nothing's happening, people ask questions," he remarked, underscoring the necessity for consistent communication, particularly in the wake of an impressive launch followed by a prolonged absence in the market.

Despite initial criticisms regarding the brand's vision and pricing, widespread enthusiasm remains as many fans continue to express interest and support for the venture. It seems that merely unveiling products has proven effective; however, sustaining interest may require a more robust strategy involving regular restocks and clearer communication regarding inventory management.

Looking ahead, there are indications that As Ever aims to establish itself further, potentially expanding its offerings in conjunction with upcoming seasons of Markle's lifestyle series and a planned podcast. Whether this will materialise into a flourishing brand remains to be seen, but Markle's commitment to the project is evident, reflecting a blend of passion and entrepreneurial ambition. The brand could benefit from taking lessons from its initial experience as it navigates its path forward toward building a loyal customer base.

## Reference Map:

* Paragraph 1 – [[1]](https://www.express.co.uk/news/royal/2059165/meghan-markle-as-ever-brand), [[2]](https://www.townandcountrymag.com/society/tradition/a64364715/meghan-markle-first-as-ever-drop-sold-out/), [[3]](https://timesofindia.indiatimes.com/life-style/relationships/work/meghan-markle-launches-as-ever-products-sells-out-in-just-an-hour-all-about-the-duchess-of-sussexs-new-venture/articleshow/119914726.cms)
* Paragraph 2 – [[1]](https://www.express.co.uk/news/royal/2059165/meghan-markle-as-ever-brand), [[4]](https://www.blackenterprise.com/meghan-markle-as-ever-brand-launch-critics/)
* Paragraph 3 – [[5]](https://www.independent.co.uk/life-style/meghan-markle-as-ever-sold-out-free-gifts-b2729052.html), [[6]](https://www.purewow.com/news/meghan-markle-message-to-fans-as-ever-collection-sold-out)
* Paragraph 4 – [[4]](https://www.blackenterprise.com/meghan-markle-as-ever-brand-launch-critics/), [[6]](https://www.purewow.com/news/meghan-markle-message-to-fans-as-ever-collection-sold-out)
* Paragraph 5 – [[3]](https://timesofindia.indiatimes.com/life-style/relationships/work/meghan-markle-launches-as-ever-products-sells-out-in-just-an-hour-all-about-the-duchess-of-sussexs-new-venture/articleshow/119914726.cms)

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

## Bibliography

1. <https://www.express.co.uk/news/royal/2059165/meghan-markle-as-ever-brand> - Please view link - unable to able to access data
2. <https://www.townandcountrymag.com/society/tradition/a64364715/meghan-markle-first-as-ever-drop-sold-out/> - Meghan Markle's lifestyle brand, As Ever, launched with eight products, including raspberry spread, crepe mix, and three types of teas. The collection sold out within an hour, with the limited edition wildflower honey selling out in five minutes. Meghan expressed gratitude on Instagram, thanking fans for their support and announcing the brand's official launch. The products were developed in partnership with Netflix and were featured on Meghan's show, 'With Love, Meghan.'
3. <https://timesofindia.indiatimes.com/life-style/relationships/work/meghan-markle-launches-as-ever-products-sells-out-in-just-an-hour-all-about-the-duchess-of-sussexs-new-venture/articleshow/119914726.cms> - Meghan Markle launched her lifestyle brand, As Ever, featuring products like jams, honey, and herbal teas. Within one hour of the launch, all products sold out. This venture aligns with her lifestyle show 'With Love, Meghan,' and further expansions, including a podcast and a second season of her show, are planned. The brand's official launch was announced on April 2, 2025, with Meghan sharing her excitement on social media.
4. <https://www.blackenterprise.com/meghan-markle-as-ever-brand-launch-critics/> - Meghan Markle's As Ever brand launched on April 9, with products selling out within an hour, including a $28 limited-edition honey that sold out in five minutes. Despite initial criticism regarding the brand's vision and pricing, fans showed strong support. The product line included items like raspberry spread, flower sprinkles, herbal teas, crepe, and cookie mix. The brand is expected to feature limited quantities for each seasonal drop.
5. <https://www.independent.co.uk/life-style/meghan-markle-as-ever-sold-out-free-gifts-b2729052.html> - After Meghan Markle's As Ever brand sold out in less than an hour, some customers received emails informing them that their orders were canceled due to overselling. Meghan personally apologized and offered a free item of their choosing as a gesture of goodwill. She also promised that these customers would be the first to know about and receive future limited-edition drops. The brand's official launch was on April 2, 2025.
6. <https://www.purewow.com/news/meghan-markle-message-to-fans-as-ever-collection-sold-out> - Following the rapid sell-out of Meghan Markle's As Ever collection, some customers received emails informing them that their orders were canceled due to overselling. Meghan personally apologized and offered a free item of their choosing as a gesture of goodwill. She also promised that these customers would be the first to know about and receive future limited-edition drops. The brand's official launch was on April 2, 2025.
7. <https://www.harpersbazaar.com/celebrity/latest/a64035422/meghan-markle-as-ever-product-launch-first-look/> - Meghan Markle unveiled the first look at her debut As Ever product collection, expected to arrive this spring. The line includes raspberry jam, crepe mix, shortbread cookie mix, decorative flower sprinkles, and a variety of tea flavors. A limited-edition jar of wildflower honey with honeycomb is also featured. Customers in the U.S. can shop the products exclusively on AsEver.com starting this spring. The brand is developed in partnership with Netflix and reflects Meghan's design aesthetic.