# Meghan Markle pauses As Ever sales amid brand uncertainty and strategic shift



Amidst the swirling chaos surrounding her lifestyle brand, As Ever, the Duchess of Sussex, Meghan Markle, has taken a significant step back, surprising many with her decision to halt sales until next year. Since its launch last month, As Ever has experienced a surge of initial success—products like wildflower honey and edible flower sprinkles sold out in mere moments. However, as consumer excitement quickly metamorphosed into frustration, reports confirm that nearly two months later, items are still marked 'sold out’.

This puzzling retail strategy has led to speculation that Markle might be employing the classic marketing tactic of creating artificial scarcity to inflate perceived demand. Yet, as the weeks drag on with no restocks in sight, some critics point to a more chaotic underbelly to the brand’s operations. In a recent interview with Fast Company, the Duchess asserted her desire to take a moment to gather feedback and insights from the initial launch before deciding on what direction As Ever will take. She stated, "The easiest thing to do would have been to simply restock the products... but I want to really focus on the hospitality angle of As Ever." However, this has left some potential customers bewildered about the brand's future offerings, which could shift towards hospitality items such as tableware and cookbooks.

The evolution of As Ever itself has also been anything but smooth. Originally launched as ‘American Riviera Orchard’, Markle was compelled to make the abrupt name change after her trademark application was rejected on geolocation grounds. While she later distanced herself from the old brand name, labelling it a ‘word salad’, this transition hints at the ongoing struggle for identity and concept clarity within the company.

This latest development plays into a broader narrative about the unconventional trajectory of Meghan and Prince Harry since stepping back from royal duties. There are suggestions that the couple's commercial ventures, especially As Ever, echo existing royal traditions—King Charles III’s own luxurious, sustainable product line, for instance. Both brands offer premium goods aimed at a discerning consumer base, blurring the lines between royal heritage and commercial independence.

Moreover, Harry's recent ventures, such as his surprise trip to China to promote sustainable tourism through his initiative Travalyst, suggest that he too is carving out new business connections as a complement to Meghan’s lifestyle aspirations. This development may not just be a sibling's supportive act, but rather a strategic means of maintaining influence and financial stability in a highly competitive market.

As the Sussexes navigate these turbulent waters, Markle's I-want-to-do-it-my-way attitude appears to resonate with both admirers and detractors alike. While some view her as a powerful figure embracing her independence, others interpret these moves as overly optimistic or even naïve in the face of stiff market realities. With Netflix entwined in this venture through a lifestyle series featuring the Duchess, the stakes are higher than ever. Observers are left questioning not only the viability of As Ever but also the very future of the couple's joint business pursuits.

The ongoing saga of As Ever raises pertinent questions about the challenges of brand management in the public eye, especially for those trying to step out of the long shadow cast by royal associations. With a landscape rife with expectations—both of success and failure—one wonders whether Meghan Markle can adeptly pivot from this early turbulence to realise the vision she has outlined for her lifestyle brand.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/news/royals/article-14756825/Meghan-Markle-business-chaos-Palace-insider-reveals-exactly-whats-going-wrong-savage-swipe-Prince-Harry-step-save-Sussexes-RICHARD-EDEN-writes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.dailymail.co.uk/news/royals/article-14756825/Meghan-Markle-business-chaos-Palace-insider-reveals-exactly-whats-going-wrong-savage-swipe-Prince-Harry-step-save-Sussexes-RICHARD-EDEN-writes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/news/royals/article-14756825/Meghan-Markle-business-chaos-Palace-insider-reveals-exactly-whats-going-wrong-savage-swipe-Prince-Harry-step-save-Sussexes-RICHARD-EDEN-writes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[3]](https://www.forbes.com/sites/tylerroush/2025/02/18/meghan-markle-renames-lifestyle-brand-heres-what-we-know-about-as-ever/), [[4]](https://www.housebeautiful.com/lifestyle/entertainment/a63830391/meghan-markle-renames-lifestyle-brand-as-ever-american-riviera-orchard/)
* Paragraph 3 – [[7]](https://timesofindia.indiatimes.com/life-style/relationships/work/is-meghan-markle-competing-with-king-charles-iii-her-brand-as-ever-mirrors-royal-luxury-line/articleshow/120084245.cms), [[6]](https://www.rollingstone.com/culture/meghan-markle-on-tumultuous-lifestyle-brand-launch-i-was-figuring-it-out-in-real-time/)
* Paragraph 4 – [[5]](https://www.upi.com/Entertainment_News/2025/02/18/meghan-markle-launch-as-ever-lifestyle-brand/4591739885284/)
* Paragraph 5 – [[6]](https://www.rollingstone.com/culture/meghan-markle-on-tumultuous-lifestyle-brand-launch-i-was-figuring-it-out-in-real-time/)

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

## Bibliography

1. <https://www.dailymail.co.uk/news/royals/article-14756825/Meghan-Markle-business-chaos-Palace-insider-reveals-exactly-whats-going-wrong-savage-swipe-Prince-Harry-step-save-Sussexes-RICHARD-EDEN-writes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.dailymail.co.uk/news/royals/article-14756825/Meghan-Markle-business-chaos-Palace-insider-reveals-exactly-whats-going-wrong-savage-swipe-Prince-Harry-step-save-Sussexes-RICHARD-EDEN-writes.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - An article from the Daily Mail discusses the challenges faced by Meghan Markle's lifestyle brand, As Ever. It highlights the brand's initial success with products like wildflower honey and edible flower sprinkles selling out quickly. However, the brand has faced difficulties in restocking and has decided to pause sales until next year to gather data and plan future offerings. The article also touches upon the brand's name change from American Riviera Orchard to As Ever and mentions Meghan's collaboration with Netflix for her lifestyle show 'With Love, Meghan'.
3. <https://www.forbes.com/sites/tylerroush/2025/02/18/meghan-markle-renames-lifestyle-brand-heres-what-we-know-about-as-ever/> - Forbes reports on Meghan Markle's rebranding of her lifestyle company from American Riviera Orchard to As Ever. The new brand aims to offer a range of products, including fruit preserves, tableware, cookbooks, and more. The rebranding is seen as a nod to Markle's former lifestyle blog, The Tig. The article also mentions the partnership with Netflix for her upcoming show 'With Love, Meghan', set to premiere on March 4, 2025.
4. <https://www.housebeautiful.com/lifestyle/entertainment/a63830391/meghan-markle-renames-lifestyle-brand-as-ever-american-riviera-orchard/> - House Beautiful covers Meghan Markle's renaming of her lifestyle brand to As Ever. The article describes the brand's aesthetic as contemporary and Californian, with a fresh logo featuring two hummingbirds flanking a central palm tree. It also mentions that the brand will continue to produce fruit preserves, a product that was well-received during the initial launch. The rebranding is seen as a move to broaden the brand's appeal beyond its original name.
5. <https://www.upi.com/Entertainment_News/2025/02/18/meghan-markle-launch-as-ever-lifestyle-brand/4591739885284/> - UPI reports on Meghan Markle's announcement of her new lifestyle brand, As Ever. The article details Markle's vision for the brand, which includes products like fruit preserves, tableware, and cookbooks. It also highlights the partnership with Netflix for her upcoming show 'With Love, Meghan', set to premiere on March 4, 2025. The article includes a video of Markle discussing the brand's launch and her inspiration behind it.
6. <https://www.rollingstone.com/culture/meghan-markle-on-tumultuous-lifestyle-brand-launch-i-was-figuring-it-out-in-real-time/> - Rolling Stone discusses Meghan Markle's candid remarks about the challenges faced during the launch of her lifestyle brand, As Ever. Markle admits to 'figuring it out in real time' and acknowledges the twists and turns in the process. The article also covers the rebranding from American Riviera Orchard to As Ever and the partnership with Netflix for her upcoming show 'With Love, Meghan'.
7. <https://timesofindia.indiatimes.com/life-style/relationships/work/is-meghan-markle-competing-with-king-charles-iii-her-brand-as-ever-mirrors-royal-luxury-line/articleshow/120084245.cms> - The Times of India explores the similarities between Meghan Markle's lifestyle brand, As Ever, and King Charles III's Royal label. The article notes that both brands offer premium, handcrafted products with similar pricing strategies. It discusses the debut of As Ever's raspberry jam priced at $9, mirroring the cost of luxury products offered by King Charles's Highgrove Estate. The piece also touches upon Markle's navigation between royal associations and her independent ventures.