# Netflix bets on Meghan’s glossy homemaking despite UK backlash



Since its debut, With Love, Meghan has polarised viewers and critics alike — and ahead of a confirmed second series the debate shows no sign of cooling. A column in the Daily Mail highlighted how some British viewers greeted the duchess’s glossy lifestyle show with mockery, and quoted a friend of the duke, Alex Rayner, arguing that the series may be pitched more to American tastes than to a traditionally sceptical UK audience. Rayner told the Daily Mail he felt British viewers were "a little bit more cynical" and that the programme’s polished domestic tableau was likelier to appeal across the Atlantic.

That split is reflected in the critical reaction. Some reviewers have been blunt: in The Guardian Chitra Ramaswamy described the series as "toe‑curlingly unlovable TV", calling it tone‑deaf, overly curated and more of a publicity exercise than substantive viewing. Online commentary amplified that view, with many viewers ridiculing the show’s carefully staged segments — beekeeping, jam‑making and artisanal entertaining — as detached from wider social concerns. At the same time, other commentators and former acquaintances cited in the press have defended the show as honest homemaking and creative curation, pointing to the appetite for any glimpse into the couple’s post‑royal life.

Streaming platforms and the production partners have clearly read the mixed response and moved ahead regardless: Netflix has confirmed the series has been renewed and is set for a return in the autumn, with Tudum’s coverage saying filming is complete and teasing more of the same blend of how‑to segments, candid conversations and celebrity guests. CNN’s reporting emphasised Meghan’s role as an executive producer and placed the renewal in the context of the pair’s wider creative partnership with Netflix, noting that the show functions both as entertainment and as a platform for the duchess’s design and hosting sensibility.

Commercial extensions of the series are already in place, and here editorial distance is particularly important. A PR Newswire release announced As ever, a gourmet and lifestyle brand tied to the show, describing an inaugural collection of food and entertaining products developed in tandem with the programme. The statement outlined items such as fruit spreads, baking mixes and limited‑edition honey and positioned the label as an extension of the duchess’s on‑screen entertaining ethos; those claims come from the promotional material supporting the launch rather than independent appraisal of the products’ culinary merits.

The show’s mise‑en‑scène — and the location where it was filmed — feed much of the reaction. Press coverage has repeatedly pointed to the Montecito home the couple occupy, listing amenities that underline the private, high‑end context for the series. Reports have variably described the property’s size and features, and noted different figures for its value: one profile recalled the couple’s substantial estate and its array of facilities, while local property coverage from earlier reporting placed the purchase price in the region of $14.65 million and outlined nine bedrooms, multiple bathrooms and extensive leisure spaces. Those differing emphases — lifestyle portrait versus property dossier — help explain why reactions run from admiration to derision.

Ultimately, the story of With Love, Meghan is as much about cultural perception as it is about television. Producers and streaming executives appear content to continue, banking on an international audience and commercial tie‑ins even as UK critics and social media lampoon the show’s polished intimacy. As Netflix positions the programme for another season and the As ever range is rolled out, the debate over whether the series is sincere domestic storytelling or a finely engineered PR vehicle looks set to continue.

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* Paragraph 1 – [[1]](https://www.dailymail.co.uk/tvshowbiz/article-15004961/British-viewers-not-sufficiently-classy-enjoy-Meghans-Netflix-series-cynical-unlike-Americans-Incendiary-claim-Harrys-friend-revealed-RICHARD-EDEN-doesnt-stop-there.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[4]](https://www.netflix.com/tudum/articles/with-love-meghan-season-2-release-date-news)
* Paragraph 2 – [[3]](https://www.theguardian.com/tv-and-radio/2025/mar/04/with-love-meghan-review-netflix), [[1]](https://www.dailymail.co.uk/tvshowbiz/article-15004961/British-viewers-not-sufficiently-classy-enjoy-Meghans-Netflix-series-cynical-unlike-Americans-Incendiary-claim-Harrys-friend-revealed-RICHARD-EDEN-doesnt-stop-there.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)
* Paragraph 3 – [[4]](https://www.netflix.com/tudum/articles/with-love-meghan-season-2-release-date-news), [[6]](https://www.cnn.com/2025/03/07/entertainment/meghan-duchess-sussex-netflix-second-season/index.html)
* Paragraph 4 – [[5]](https://www.prnewswire.com/news-releases/meghan-duchess-of-sussex-unveils-as-ever-a-new-brand-of-gourmet-and-lifestyle-products-302391840.html), [[4]](https://www.netflix.com/tudum/articles/with-love-meghan-season-2-release-date-news)
* Paragraph 5 – [[1]](https://www.dailymail.co.uk/tvshowbiz/article-15004961/British-viewers-not-sufficiently-classy-enjoy-Meghans-Netflix-series-cynical-unlike-Americans-Incendiary-claim-Harrys-friend-revealed-RICHARD-EDEN-doesnt-stop-there.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[7]](https://www.irishtimes.com/life-and-style/homes-and-property/inside-meghan-and-harry-s-new-14-7m-nine-bed-16-bath-california-home-1.4329424/)
* Paragraph 6 – [[4]](https://www.netflix.com/tudum/articles/with-love-meghan-season-2-release-date-news), [[6]](https://www.cnn.com/2025/03/07/entertainment/meghan-duchess-sussex-netflix-second-season/index.html), [[1]](https://www.dailymail.co.uk/tvshowbiz/article-15004961/British-viewers-not-sufficiently-classy-enjoy-Meghans-Netflix-series-cynical-unlike-Americans-Incendiary-claim-Harrys-friend-revealed-RICHARD-EDEN-doesnt-stop-there.html?ns_mchannel=rss&ns_campaign=1490&ito=1490)

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

## Bibliography

1. <https://www.dailymail.co.uk/tvshowbiz/article-15004961/British-viewers-not-sufficiently-classy-enjoy-Meghans-Netflix-series-cynical-unlike-Americans-Incendiary-claim-Harrys-friend-revealed-RICHARD-EDEN-doesnt-stop-there.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-15004961/British-viewers-not-sufficiently-classy-enjoy-Meghans-Netflix-series-cynical-unlike-Americans-Incendiary-claim-Harrys-friend-revealed-RICHARD-EDEN-doesnt-stop-there.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - The Daily Mail column covers reactions to Meghan Markle’s Netflix series With Love, Meghan, arguing British viewers are ‘too cynical’ compared with Americans and reporting criticism from TV reviewers. It quotes Alex Rayner defending Meghan and praising her As ever product line, and lists the couple’s Montecito home features and valuation. The piece shifts through showbusiness items: financial details linked to Rolf Harris, Lord Ashcroft’s birthday plans, Dua Lipa’s interest in astrocartography, Madonna’s son David Banda DJing in London, Issy Knopfler’s romance, James Norton’s on-set injury, Diane von Furstenberg’s sun-protection balaclava, Levison Wood’s new fatherhood and Benedict Cumberbatch’s cafe campaign.
3. <https://www.theguardian.com/tv-and-radio/2025/mar/04/with-love-meghan-review-netflix> - Chitra Ramaswamy’s Guardian review condemns With Love, Meghan as ‘toe-curlingly unlovable TV’, arguing the series is tone-deaf, vacuous and detached from pressing global concerns. Filmed in an $8 million Montecito farmhouse, the show features Meghan engaging in beekeeping, jam-making, flower arranging and hosting friends in a highly curated domestic fantasy. Ramaswamy criticises the lack of humour, irony and self-awareness, suggesting the production functions more as a glossy PR exercise than meaningful television. She singles out moments that feel contrived and contends the series fails to connect emotionally, rendering it difficult for many viewers to take seriously and invites ridicule online.
4. <https://www.netflix.com/tudum/articles/with-love-meghan-season-2-release-date-news> - Netflix Tudum’s piece announces that With Love, Meghan has been renewed for a second season, confirming filming has been completed and signalling a fall release. The article describes the show as Meghan’s reimagining of lifestyle television, blending practical how-to segments with candid conversations and celebrity guests. Tudum notes collaborations between Meghan and Netflix around product tie-ins from her As ever brand and highlights guest appearances including chefs. It positions the series as both entertainment and a platform for Meghan’s design and hosting sensibility, and encourages readers to explore recipes, tips and the inaugural As ever collection launched alongside the show.
5. <https://www.prnewswire.com/news-releases/meghan-duchess-of-sussex-unveils-as-ever-a-new-brand-of-gourmet-and-lifestyle-products-302391840.html> - PR Newswire’s release announces Meghan, Duchess of Sussex, unveiling As ever, a gourmet and lifestyle brand developed in partnership with Netflix. The statement details the inaugural collection of eight products, personally developed by Meghan, including fruit spreads, baking mixes, herbal teas, flower sprinkles and limited edition honey, and notes a nationwide launch in spring 2025 via AsEver.com. The release frames the brand as an extension of Meghan’s home cooking and entertaining ethos seen on With Love, Meghan, and highlights intentional packaging and seasonal expansion plans. It positions As ever as a thoughtfully curated label aiming to elevate everyday rituals authentically.
6. <https://www.cnn.com/2025/03/07/entertainment/meghan-duchess-sussex-netflix-second-season/index.html> - CNN reported that Netflix confirmed With Love, Meghan had been renewed for a second season, noting the series features Meghan sharing home cooking, hosting tips and candid conversations with friends. The report highlights the mixed reception from critics, saying the show had been described variously as a reinvention of lifestyle television and, by some reviewers, as a public relations exercise. CNN emphasised Meghan’s role as an executive producer and noted her broader creative partnership with Netflix, while reporting that Season 2 was slated for an autumn release. The piece contextualises the series amid the couple’s post-royal media ventures and projects.
7. <https://www.irishtimes.com/life-and-style/homes-and-property/inside-meghan-and-harry-s-new-14-7m-nine-bed-16-bath-california-home-1.4329424/> - The Irish Times profile of the Montecito property details Prince Harry and Meghan’s 2020 purchase of a large Santa Barbara estate for approximately $14.65 million, describing nine bedrooms, sixteen bathrooms and extensive grounds across several acres. The article outlines interior features such as a library, gym, wet and dry saunas, a home theatre and a wine cellar, and exterior amenities including a pool, tennis court, tea house and separate guest cottage. It situates the house within Montecito’s celebrity enclave and explains how the residence provides privacy and space for family life while noting local high-end real estate market contexts.