# Meghan Markle launches new online shop and podcast as she embraces entrepreneurship



Meghan Markle, the Duchess of Sussex, recently launched her new online shop, ShopMy, dedicated to clothing, accessories, and beauty products that reflect her personal style. The launch took place via her Instagram account on a Monday morning, where she shared a message with her followers saying, "Many of you have asked, so here you go! A little shopping to start the week. More to come." The platform aims to offer a curated collection of Meghan's favourite items, allowing users to create custom collections and gift guides. The Duchess is set to earn a commission on purchases made through the links provided on the site, which reflects a growing trend among influencers in the UK utilizing similar affiliate marketing strategies.

However, after unveiling the shop, Meghan received notable advice from PR expert Renae Smith, who cautioned that the introduction of the shop might create confusion among fans, especially as she prepares for the launch of her brand, As Ever. Smith noted, "Right now, she’s acting as a curator of other people’s products while simultaneously teasing her own brand. That could feel disjointed. If I were advising her, I’d recommend clearly separating the two."

In a swift transition to her next project, Meghan was also seen promoting her upcoming podcast, "Confessions of a Female Founder", following the release of its trailer. This podcast is slated for launch next month and aims to explore the journeys of female entrepreneurs, sharing insights and personal experiences. Meghan shared behind-the-scenes footage on her Instagram Stories, dressed casually in a cream-coloured crew neck sweater and black trousers. She remarked, "Q: Hard at work or hardly working? A: The former, my friend. The former. Let's go!"

The podcast, produced in collaboration with Lemonada Media, has been described as offering listeners valuable advice that can transform small ideas into significant businesses. In the trailer, Meghan introduces herself and the concept of the show, which includes interviews with various women who have faced challenges and triumphs on their paths to success. She assures her audience that the podcast will foster open discussions rather than mimic competitive formats like "Shark Tank," suggesting a more friendly and supportive environment.

In addition to the online shop and podcast, Meghan is also working on the second season of her Netflix cooking series "With Love, Meghan". Despite mixed reviews for the first season, Netflix has chosen to renew the show, which began streaming on March 4. Furthermore, the streaming service has entered a partnership with Meghan's As Ever brand, which plans to release products such as raspberry jam and herbal tea.

As Meghan continues to juggle multiple entrepreneurial ventures, she continues to reflect on her personal journey, underscoring her commitment to engaging with female founders while building her own brand. Notably, Meghan's approach to these projects seems intertwined, with her personal insight potentially guiding the content and offerings within both her online shop and podcast. The Duchess appears to be navigating a busy landscape of business ventures aimed at promoting not only her personal style but also her evolving status as a female entrepreneur.

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

## References

* <https://www.thedailybeast.com/meghans-latest-hustle-is-online-shopping/> - This article supports Meghan Markle's launch of her online shop via the ShopMy platform, where she promotes curated products and earns commissions.
* <https://www.townandcountrymag.com/society/tradition/a64275613/meghan-markle-influencer-shopmy-affiliate-links/> - It corroborates Meghan's use of ShopMy to create a curated collection of her favorite items and highlights her growing presence as an influencer in the fashion industry.
* <https://people.com/meghan-markle-adds-beauty-products-online-shop-affordable-finds-11703151> - This source provides details on Meghan adding beauty products to her ShopMy site, further expanding her curated collection of personal favorites.
* <https://www.thedailybeast.com/meghans-latest-hustle-is-online-shopping/> - It also discusses Meghan's approach to promoting her style and using her influence to support brands and entrepreneurs.
* <https://www.townandcountrymag.com/society/tradition/a64275613/meghan-markle-influencer-shopmy-affiliate-links/> - This article highlights how Meghan's fashion choices have significant influence, similar to Kate Middleton's, and how this impacts her entrepreneurial ventures.
* <https://www.noahwire.com> - This is likely the source for the general overview of Meghan's projects, including her online shop, podcast, and Netflix series, although specific content could not be verified.