# Duchess of Sussex unveils new As Ever range amid fashion evolution



In an announcement this week, the Duchess of Sussex unveiled her new As Ever range, a collection featuring a variety of food products, including a shortbread mix. To accompany the launch, Meghan Markle shared an Instagram photo of her younger self, displaying a box of Girl Scout cookies. Initially perceived as wearing a Girl Scout uniform, closer inspection revealed that she was actually dressed in a Brownie outfit. Despite the seeming triviality of this detail, it has drawn attention in the context of her branding efforts, which include a focus on authenticity.

The Duchess's fashion evolution has been a central theme of her public life, particularly since becoming a member of the royal family in 2016. Transitioning from the glamorous world of Hollywood, where she starred in the TV series Suits, Meghan encountered the challenge of adjusting her style to fit royal expectations. As noted in the Daily Mail, her fashion choices have fluctuated significantly, aiming to strike a balance between relatability and high-end allure.

Her wardrobe has reflected this struggle. Initially, Meghan was noted for her stylish choices that included a $75,000 Ralph & Russo gown for her engagement photos. However, her effortless blend of high street and luxury fashion often resulted in mixed messages about her identity as a royal. Notable moments, such as her solo outing with the late Queen in Chester in 2018, showcased her departure from royal protocol with her decision to not wear a hat, a choice some interpreted as a sign of her discomfort in the royal fold.

Over the ensuing years, Meghan's style has undergone fluctuations again, particularly following her departure from royal duties in 2020. A period marked by experimentation, her choices included an array of designer garments, sometimes leading to confusion over the practicalities of her outfits. The $3,490 lemon-print dress worn during a Spotify promotional video raised eyebrows regarding its suitability as 'loungewear' while seated comfortably on her Montecito sofa.

Despite her earlier struggles with style consistency, recent years have shown a shift in Meghan's fashion narrative. In her production, 'With Love, Meghan,' and her recent 'ShopMy' page, she has embraced a new aesthetic that reflects her Californian lifestyle. The page includes links to her favourite brands, allowing her followers to purchase outfits similar to hers, while also potentially generating income through these connections.

As Meghan continues to navigate her public image and branding, the Daily Mail highlights that her latest ventures seem to suggest a level of assurance and confidence in her choices. With ongoing speculation and scrutiny surrounding her actions, the Duchess appears to be carving a distinct fashion identity that combines elements of comfort and aspiration, moving beyond the constraints of royal expectations.

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

## References

* <https://www.harpersbazaar.com/celebrity/latest/a64035422/meghan-markle-as-ever-product-launch-first-look/> - This URL provides information about Meghan Markle's As Ever product line, which includes food products like shortbread mix, supporting the detail about her new food range.
* <https://people.com/meghan-markle-as-ever-products-available-to-buy-get-details-11701504> - This article corroborates the launch of Meghan's As Ever products, confirming the inclusion of a shortbread mix and detailing her approach to lifestyle branding.
* <https://www.elle.com/culture/celebrities/a63828624/meghan-markle-as-ever-brand-details/> - This URL supports Meghan's branding efforts with As Ever, highlighting her transition into lifestyle products and her new Netflix series, 'With Love, Meghan.'
* <https://www.dailymail.co.uk/home/you/article-9850079/Meghan-Markles-fashions-evolution-revealed.html> - This source from the Daily Mail discusses Meghan Markle's fashion evolution over the years, reflecting on her challenges in balancing relatability and high-end allure as a royal.
* <https://pagesix.com/2022/03/16/meghan-markle-and-prince-harrys-life-in-2022/> - Although not directly about Meghan's current fashion choices, this source provides insight into Meghan Markle's life post-royal duties, which could contextualize her fashion shifts.