# Meghan Markle’s As Ever brand faces criticism over supply issues and legal concerns



Meghan Markle's lifestyle brand, As Ever, has generated both excitement and criticism since its launch earlier this year. After more than a year of anticipation, the brand debuted in March, showcasing an array of luxury food items including various herbal teas, flower sprinkles, and a limited-edition wildflower honey that quickly sold out—reportedly within minutes. Despite this initial success, experts have raised concerns about the brand’s long-term strategy and apparent lack of preparation.

Renae Smith, founder and director of The Atticism, expressed her disappointment with Markle’s approach, describing it as "somewhat half-baked." In her view, the rapid sell-out of products like the wildflower honey signals a significant supply chain oversight. Smith noted that, if the brand did indeed expect its products to fly off the shelves, the failure to have a plan in place for restocking sends a message of confusion rather than excitement. She cautioned that the blank status of As Ever’s website, alongside a lack of updates, could alienate potential customers and mismanage the brand's image. In her words, "It’s kind of insane" if every collection follows suit with such vague messaging, potentially leading to disillusionment among fans.

The transition from an earlier brand name, American Riviera Orchard, to As Ever has not been without its own controversies. Some industry insiders speculate that this rebranding was hurriedly executed, possibly in response to trademark challenges. Experts suggest that the shift might have forced Markle to revive old promotional strategies in an effort to maintain market presence. The rebranding was initially announced in early 2024, just ahead of her Netflix series, With Love, Meghan, with the hope of integrating the brand into her broader entrepreneurial narrative. Furthermore, the branding has encountered legal scrutiny—notably, the design for As Ever’s logo reportedly bears a resemblance to the coat of arms of Porreres, a Spanish town, prompting discussions about potential legal actions.

On the flip side, some commentators have defended Markle, arguing against the notion that her branding efforts are a pointed critique of the royal family. Former BBC royal correspondent Jennie Bond highlighted this perspective, affirming that everyone makes missteps in their professional journeys. Bond noted Markle's previous experience with her successful blog, The Tig, which established her credibility in the lifestyle arena. This history could suggest that, despite the criticism, Markle possesses the skills necessary for success in such a competitive market.

Additionally, there are hints that As Ever may expand its product lines beyond food items. Leaks regarding the brand indicated a broader range that could include home goods and skincare products. However, without clear communication from the brand on upcoming launches or restocks, those aspirations risk widespread scepticism among consumers.

Amidst mixed opinions, Markle's next moves will be crucial for shaping the future of As Ever. To keep the brand relevant and in the public eye, it will need to move past its initial successes and evolve into a more consistent presence. Insights from retail and branding experts suggest that timely updates and forward planning could not only foster loyalty among existing fans but also rejuvenate interest from potential customers who wish to engage with a brand that communicates effectively and transparently.

The unfolding story of As Ever illustrates the challenges of establishing a brand in an environment where consumer expectations are high, and any missteps are swiftly amplified. How Markle navigates these early hurdles could determine not only the trajectory of her brand but also her overall standing in the competitive world of lifestyle entrepreneurship.

## Reference Map:

* Paragraph 1 – [[1]](https://www.express.co.uk/news/royal/2059032/meghan-markle-exclusive-as-ever-brand), [[2]](https://www.marieclaire.co.uk/royal-news/meghan-markle-on-as-ever-rebrand), [[5]](https://www.fastcompany.com/91309560/as-ever-meghan-markle-brand-controversies-explained)
* Paragraph 2 – [[1]](https://www.express.co.uk/news/royal/2059032/meghan-markle-exclusive-as-ever-brand), [[3]](https://theblast.com/661901/meghan-markle-brand-total-rush/), [[6]](https://en.wikipedia.org/wiki/As_Ever)
* Paragraph 3 – [[4]](https://www.thenews.com.pk/latest/1285743-expert-defends-meghan-markle-she-didnt-sound-bitter-amid-backlash-over-brand), [[7]](https://theblast.com/673068/meghan-markle-lifestyle-brand-launch-nightmare/)

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

## Bibliography

1. <https://www.express.co.uk/news/royal/2059032/meghan-markle-exclusive-as-ever-brand> - Please view link - unable to able to access data
2. <https://www.marieclaire.co.uk/royal-news/meghan-markle-on-as-ever-rebrand> - Meghan Markle launched her lifestyle brand, 'As Ever,' coinciding with her Netflix series 'With Love, Meghan.' The brand offers luxury products like flower sprinkles, hibiscus teas, crepe mix, and wildflower honey with honeycomb. Despite initial success, Markle faced challenges, including a last-minute rebranding from 'American Riviera Orchard' to 'As Ever.' She credits her friend Whitney Wolfe, founder of Bumble, for helping her understand that such changes are normal in entrepreneurship. A second product drop is anticipated, and fans can stream all episodes of her show on Netflix.
3. <https://theblast.com/661901/meghan-markle-brand-total-rush/> - Meghan Markle's rebranding of her lifestyle brand from 'American Riviera Orchard' to 'As Ever' has sparked criticism. Experts suggest the shift was rushed, citing trademark issues and the use of repurposed promotional materials. Some speculate that the abrupt change was due to a trademark dispute, forcing Markle to pivot and reuse existing promotional materials. The leak of the As Ever website revealed a broader product range, including food, home goods, and skincare, raising questions about the brand's planning and execution.
4. <https://www.thenews.com.pk/latest/1285743-expert-defends-meghan-markle-she-didnt-sound-bitter-amid-backlash-over-brand> - Amid criticism of Meghan Markle's brand 'As Ever,' former BBC royal correspondent Jennie Bond defended her, dismissing claims that she was targeting the monarchy. Bond stated, 'We all make mistakes. I don’t think she was making a dig at the Royals. It is simply a statement of fact. She didn’t sound bitter.' Before marrying Prince Harry, Meghan ran a successful lifestyle blog, The Tig, where she shared travel experiences, recipes, and wellness tips, positioning her well for success with 'As Ever' despite initial controversies.
5. <https://www.fastcompany.com/91309560/as-ever-meghan-markle-brand-controversies-explained> - Meghan Markle's brand 'As Ever' has faced several controversies, including a logo design resembling the coat of arms of Porreres, a town in Mallorca, Spain. The brand's emblem features a palm tree flanked by two birds, similar to Porreres' coat of arms. The mayor of Porreres, Xisca Mora, considered legal action against 'As Ever' for the logo's similarity. Additionally, the brand's marketing tone has been criticized for being out of touch, with some reviewers labeling Markle's Netflix show 'With Love, Meghan' as 'toe-curlingly unlovable.'
6. <https://en.wikipedia.org/wiki/As_Ever> - As Ever, formerly known as American Riviera Orchard, is an American food brand created in 2024 by Meghan, Duchess of Sussex. Headquartered in Santa Barbara, California, the brand launched with an Instagram teaser and a basic website, followed by the release of a small batch of strawberry jam sent to selected recipients. Further product lines and a broader rollout are anticipated. The rebranding from 'American Riviera Orchard' to 'As Ever' was announced in February 2025, ahead of the premiere of Markle's Netflix show.
7. <https://theblast.com/673068/meghan-markle-lifestyle-brand-launch-nightmare/> - Meghan Markle's brand 'As Ever' faced logistical challenges during its launch, described as a 'logistical nightmare.' Netflix employees working on the project reported frustrations over the difficulties surrounding the launch. Despite these challenges, Markle's product lineup, including jams, teas, and baked goods, reportedly sold out within 30 minutes. The brand's marketing strategy involved enlisting high-profile friends to promote 'As Ever' on social media, aiming to create a buzz and positive sentiment around the launch.