# Meghan Markle’s ‘hard work’ claim sparks debate amid As Ever success and public criticism



In a recent viral video clip, Meghan Markle, the Duchess of Sussex, has sparked debate regarding her work ethic while discussing her new lifestyle brand, "As Ever," during a podcast conversation with Jamie Kern Lima, founder of IT Cosmetics. Meghan stated, "Oh my gosh, I work so hard and I appreciate what hard work looks like," elaborating on her various tasks such as writing social media posts, coordinating her wardrobe for photo shoots, and editing content for her Netflix series, "With Love, Meghan." The clip, which has garnered over 160,000 views, has drawn mixed reactions from fans, with many questioning the nature of her workload in comparison to traditional professions, particularly those in healthcare. Comments from viewers reflect a sense of disconnection, with one remarking, "Imagine being a doctor or nurse watching her say how hard her social media captions are."

The launch of "As Ever," which took place in April 2025, has been accompanied by significant media attention. The brand features a selection of lifestyle products, including flower sprinkles, hibiscus tea, and crepe mixes. Reports indicate that the initial collection sold out in less than an hour, and products such as a limited-edition wildflower honey sold out in under five minutes. The success of these launches underscores what some are terming the "Meghan Markle Effect," a phenomenon where her endorsement seemingly leads to an astronomical increase in product demand. This trend was notably evidenced by a staggering 11,000% sales increase for a Philadelphia jeweller whose product was highlighted during her appearances.

In terms of marketing strategy, reports suggest that Markle sent sample boxes of "As Ever" products to notable acquaintances, including members of the British royal family. This strategy not only reinforces her connections but also showcases an intricate web of influence and network within the lifestyle brand sector. Future product drops are anticipated, with new collections planned for seasonally, expanding the brand's reach and aligning with Markle's lifestyle, which she has often shared through her platforms.

However, despite the commercial success, public commentary surrounding her portrayal of hard work continues to linger. Critics argue that her experience may not resonate with the everyday realities of the working class, further igniting discussions around privilege and the perceptions of labour in contemporary society. This divergence highlights the broader cultural conversation about work, recognition, and the varying definitions of success as lived by different demographics.

As "As Ever" continues to evolve, the forthcoming seasonal collections are expected to further define not only Markle's entrepreneurial ambitions but also her ongoing relationship with public perception, a dynamic she is actively navigating in the media landscape.

## Reference Map:

* Paragraph 1 – [[1]](https://www.express.co.uk/news/royal/2059931/viral-clip-meghan-markle-fan-reaction), [[2]](https://www.marieclaire.co.uk/royal-news/meghan-markle-as-ever-royal-family)
* Paragraph 2 – [[3]](https://www.axios.com/local/salt-lake-city/2025/04/17/meghan-markle-as-ever-products-tea-honey-dupes-utah), [[4]](https://www.harpersbazaar.com/celebrity/latest/a64365011/meghan-markle-as-ever-collection-sold-out/), [[5]](https://www.marieclaire.com/celebrity/royals/meghan-markle-as-ever-sells-out-in-minutes/)
* Paragraph 3 – [[6]](https://www.marieclaire.co.uk/royal-news/meghan-markle-on-as-ever-rebrand), [[7]](https://www.hola.com/us/royals/20250402823982/meghan-markle-new-as-ever-product-collections-to-be-released-seasonally-first-sold-out/)

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

## Bibliography

1. <https://www.express.co.uk/news/royal/2059931/viral-clip-meghan-markle-fan-reaction> - Please view link - unable to able to access data
2. <https://www.marieclaire.co.uk/royal-news/meghan-markle-as-ever-royal-family> - Meghan Markle's lifestyle brand, 'As Ever,' launched in April 2025, offering products like flower sprinkles, hibiscus tea, crepe mixes, and honey. The initial collection sold out in under an hour. Reports suggest Markle sent sample boxes to A-list acquaintances and the British royal family, including Clarence House, featuring jams, honey, and crepe mix. A second product drop is anticipated soon. Additionally, Markle's Netflix series, 'With Love, Meghan,' is available for streaming, with all episodes currently online.
3. <https://www.axios.com/local/salt-lake-city/2025/04/17/meghan-markle-as-ever-products-tea-honey-dupes-utah> - Meghan Markle's 'As Ever' brand, launched in April 2025, sold out within an hour, offering items like raspberry spread, edible flower sprinkles, wildflower honeycomb, herbal teas, gluten-free crepe mix, and shortbread cookie mix. Fans can recreate the royal tea party experience with locally made alternatives, such as raspberry products from Bear Lake and gluten-free offerings from New Grains in Spanish Fork. The 'Meghan Markle Effect' continues to drive surges in product demand, exemplified by an 11,000% sales increase for a Philadelphia jeweler whose bracelet she wore.
4. <https://www.harpersbazaar.com/celebrity/latest/a64365011/meghan-markle-as-ever-collection-sold-out/> - Meghan Markle's 'As Ever' lifestyle brand launched with an eight-product collection, including raspberry spread and flower sprinkles, which sold out in less than an hour. A limited-edition wildflower honey sold out in under five minutes. Markle expressed gratitude on Instagram, stating, 'Our shelves may be empty, but my heart is full.' The brand plans to release new items seasonally, with the next anticipated drop in the summer.
5. <https://www.marieclaire.com/celebrity/royals/meghan-markle-as-ever-sells-out-in-minutes/> - Meghan Markle's 'As Ever' brand launched on April 2, 2025, with products like flower sprinkles and wildflower honey selling out within minutes. The collection also included herbal teas and crepe mix. Markle announced the launch on Instagram, emphasizing limited quantities for each seasonal drop. The brand aims to reflect Markle's Montecito lifestyle, with future collections expected to release seasonally.
6. <https://www.marieclaire.co.uk/royal-news/meghan-markle-on-as-ever-rebrand> - Meghan Markle's 'As Ever' brand, launched alongside her Netflix series 'With Love, Meghan,' offers luxury lifestyle products like flower sprinkles, hibiscus teas, crepe mix, and wildflower honey with honeycomb. The initial collection sold out within an hour. Markle faced challenges during the launch, including a last-minute rebranding from 'American Riviera Orchard' to 'As Ever,' a change she credits to her friend Whitney Wolfe, founder of Bumble. A second product drop is anticipated soon.
7. <https://www.hola.com/us/royals/20250402823982/meghan-markle-new-as-ever-product-collections-to-be-released-seasonally-first-sold-out/> - Meghan Markle's 'As Ever' collection sold out in under an hour, with the limited-edition wildflower honey with honeycomb selling out in less than five minutes. Markle announced that the brand will release new product collections seasonally, featuring items that infuse warmth, beauty, and intention into daily rituals. The debut collection included products like raspberry spread, crepe mix, and herbal teas. Fans can sign up to learn about restocks and future collections on the As Ever website.