# Prince Harry and Meghan grapple with blurred lines between royal legacy and celebrity ventures



Prince Harry and Meghan Markle are navigating the complex landscape of public identity, struggling to redefine themselves in a role that merges elements of celebrity and their erstwhile royal status. Since stepping back from royal duties in 2020—a move commonly referred to as "Megxit"—the couple has attempted to carve out a new niche for themselves. Their recent ventures, including Meghan’s Netflix series "With Love, Meghan," her lifestyle brand As Ever, and the podcast "Confessions of a Female Founder," all point to a determined effort to establish a distinct presence in the entertainment sphere.

Despite these initiatives, PR experts warn that the couple finds themselves in a challenging "messy middle ground." Edward Coram James, a public relations strategist, noted that Harry and Meghan have not entirely shed the royal image that still clings to them. “They’ve stepped away from royal duties but still carry the royal shine (and the scrutiny),” he explained. This ambiguity in their public persona is particularly evident when Meghan recently gifted entrepreneur Jamie Kern Lima a package inscribed with "With the Compliments of HRH The Duchess of Sussex," igniting renewed discussions about their adherence to the agreements set forth as they distanced themselves from the monarchy.

The appearance of the "HRH" title, which they pledged not to use commercially, has reignited concerns about their commitment to their new lives. Representatives for Meghan have stated that this use was not meant for commercial gain, yet the optics of it suggest a lingering attachment to their previous roles. As Coram James articulated, the continual oscillation between celebrity and royal duties raises questions about authenticity: “If you’re constantly reshaping your image, people start to wonder which version of you is real.”

Moreover, the couple's foray into various media projects and public appearances, including participation in events such as Beyoncé's Cowboy Carter tour and James Taylor concerts, underscores the tension between their royal heritage and their aspirations as modern celebrities. However, while these efforts may increase their visibility, they risk diluting their brand’s message if not handled with a consistent narrative.

Renae Smith, another PR expert, emphasised the crucial need for a unified narrative in high-profile branding. “A lack of consistency could confuse their audience and weaken their brand impact,” she warned. As they engage in a “PR blitz,” Harry and Meghan have undertaken numerous initiatives, including a lifestyle brand called American Riviera Orchard and two upcoming Netflix shows—one focusing on polo and another on cooking. The inconsistency in their branding can create a sense of disconnection with audiences who may find it difficult to reconcile their royal past with their new, celebrity-driven pursuits.

Despite these challenges, some observers suggest that their philanthropic efforts, particularly through their Archewell Foundation, present an opportunity for the couple to project an image of purpose and impact. Coram James highlighted that a focus on meaningful initiatives can contribute to a narrative that resonates in an increasingly crowded media landscape. “It allows them to project an image of authenticity and values, which is crucial for long-term brand building,” he stated.

As the couple continues their journey, the intertwining of their royal heritage and their celebrity ambitions will remain a focal point of public scrutiny. Their ongoing efforts to redefine themselves may ultimately hinge on finding a sustainable balance that resonates with their evolving audience while respecting their past.

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

## Bibliography

1. <https://www.btimesonline.com/articles/174343/20250519/prince-harry-and-meghan-markle-struggle-to-rebrand-as-celebrity-royal-hybrid-pr-experts-say.htm> - Please view link - unable to able to access data
2. <https://www.the-independent.com/life-style/meghan-markle-hrh-title-prince-harry-podcast-b2741290.html> - Meghan Markle's use of the 'HRH' title on a gift card during a podcast interview with Jamie Kern Lima has sparked controversy. Representatives for the Duchess of Sussex have denied that she continues to use the 'HRH' title after stepping back from royal duties in 2020. The appearance of the title on the gift card has led to renewed scrutiny and discussions about the couple's adherence to agreements made with the royal family regarding the use of royal titles.
3. <https://www.express.co.uk/news/royal/1905839/prince-harry-meghan-markle-brand-narrative> - Prince Harry and Meghan Markle have been cautioned that blending their royal heritage with celebrity activism without a clear narrative could harm their Sussex brand. In 2024, the Duke and Duchess of Sussex initiated a 'PR blitz,' following a brand revamp earlier in the year. They have since engaged in various projects, including Meghan's lifestyle brand, American Riviera Orchard, two new Netflix shows on polo and cooking, and their recent 'unofficial royal tour' in Nigeria. PR expert Renae Smith emphasized the importance of a unified narrative for high-profile brands like Harry and Meghan's, stating that a lack of consistency could confuse their audience and weaken their brand impact.
4. <https://tribune.com.pk/story/2469330/warning-for-prince-harry-and-meghan-markle-as-risk-of-diluting-sussex-brand-raises-concerns> - Prince Harry and Meghan Markle have been cautioned that blending their royal heritage with celebrity activism without a clear narrative could harm their Sussex brand. In 2024, the Duke and Duchess of Sussex initiated a 'PR blitz,' following a brand revamp earlier in the year. They have since engaged in various projects, including Meghan's lifestyle brand, American Riviera Orchard, two new Netflix shows on polo and cooking, and their recent 'unofficial royal tour' in Nigeria. PR expert Renae Smith emphasized the importance of a unified narrative for high-profile brands like Harry and Meghan's, stating that a lack of consistency could confuse their audience and weaken their brand impact.
5. <https://honey.nine.com.au/royals/meghan-markle-podcast-jamie-kern-lima-run-for-office-memoir-archie-lilibet-princess-diana-royal-titles/7ee3129c-59a7-4893-8dcf-69373f907497> - During a podcast interview with Jamie Kern Lima, Meghan Markle discussed various topics, including her royal family, Prince Harry, their children, writing a memoir, and running for office. The conversation also touched upon her use of the 'Sussex' name, with Meghan mentioning that she hasn't used 'Markle' since her marriage. The interview provided insights into Meghan's perspectives on her family, future endeavors, and her approach to public life post-royal duties.
6. <https://news.amomama.com/456187-meghan-markles-new-podcast-interview.html> - Meghan Markle's recent podcast interview with Jamie Kern Lima has sparked controversy due to the appearance of a gift basket containing ice cream and homemade strawberry sauce, accompanied by a card bearing the 'HRH' title. This has led to discussions about Meghan's adherence to agreements made with the royal family regarding the use of royal titles after stepping back from royal duties in 2020. The incident has reignited debates about the couple's public image and their transition from royal to celebrity status.
7. <https://en.wikipedia.org/wiki/Megxit> - Megxit refers to the withdrawal from royal duties of Prince Harry and Meghan Markle, who announced on January 8, 2020, their decision to 'step back as 'senior' members' of the British royal family. The term 'Megxit' is a portmanteau of 'Meghan' and 'exit,' and it reflects the couple's decision to become financially independent and represent the monarchy on a reduced basis. The announcement led to a meeting of the royal family on January 13, 2020, and an agreement was announced on January 18, 2020, whereby the couple would no longer be working members of Britain's royal family and would not use their 'Royal Highness' styles.