



Meghan, Duchess of Sussex, is thrilled to launch her second seasonal collection of *As ever* products, debuting today, Friday, June 20th, 2025.

As ever brings Meghan's signature design aesthetic to life. The collection is infused with joy, love, and a touch of whimsy. Thoughtfully curated, *As ever* celebrates intentional living, transforming everyday moments into lasting memories.

This summer drop includes **two new products** as well as restocking favorites from the first collection. Most excitingly, we are pleased to announce our first-ever alcoholic beverage launching July 1, 2025 – ***As ever* Rosé**.



***As ever* Rosé** will be available for purchase on Tuesday, July 1, 2025 at 8am PT/11am ET. With soft notes of stone fruit, gentle minerality, and a lasting finish, this bespoke blend is launching just in time for summer entertaining.



More details on our debut wine will be shared in the coming days. We also encourage you to sign up on [AsEver.com](https://www.AsEver.com) to get notified when it's live on 7/1.

New products available for purchase today

- **Apricot Spread - \$9; Apricot Spread in Keepsake Packaging - \$14**
 - Our golden-hued Apricot Spread balances a delicate sweetness and a gentle brightness that lets this beautiful stone fruit shine. Spoon it over yogurt, swipe it onto toast, or nestle it into a cake. Beautifully packaged in our signature glass jar with our emblematic brushed gold lid, this delightful addition to your home is presented in Keepsake Packaging that is crafted to look beautiful on any counter or kitchen shelf.
- **Limited-Edition Orange Blossom Honey - \$28**
 - Our Limited-Edition Orange Blossom Honey, with its beautiful golden hue, an enticing aroma, delicate floral notes, and subtle citrus undertones, is a standout addition to your pantry. Its gentle complexity adds a balanced touch of flavor to everything from morning toast to cheese boards.

Fan favorites available for purchase again today:

- [Herbal Hibiscus Tea](#) - \$12
- [Herbal Lemon Ginger Tea](#) - \$12
- [Herbal Peppermint Tea](#) - \$12
- [Flower Sprinkles](#) - \$15
- [Crepe Mix](#) - \$14
- [Shortbread Cookie Mix with Flower Sprinkles](#) - \$14

All products are available for purchase exclusively on [AsEver.com](https://www.AsEver.com). For additional information on today's drop as well as upcoming information on our debut wine, please visit [As ever's official instagram page](#).

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