

Meghan's wardrobe: NOW UP FOR SALE

She's swapping duchessing for influencing

From podcast host to domestic goddess, there's not a string that Meghan Markle hasn't added to her bow – and now, she's going full-blown influencer.

The Duchess, 43, announced last week that fans can now copy her wardrobe through a 'handpicked and curated' online shop. The ShopMy platform allows users to browse a collection of clothing, jewellery and accessories, all approved by the Duchess herself.

Of course, not everyone can afford to dress like Meghan, with the majority

of items far from bargain buys. A Tracy Jones black linen dress will set buyers back £270, while a pair of Saint Laurent sandals retail at a hefty £595.

This isn't to say Meghan doesn't love a steal, though. Among the many luxury brands were a handful of high-street offerings.

Like any influencer, being a style icon brings a nice payout. Announcing her shop, Meghan added that the products use affiliate links – meaning she would receive a sale commission for every piece purchased.

According to reports,

including a £99 Uniqlo trench coat. And clothes certainly turn to gold when she touches them. Clothing brand Line the Label saw their website crash in 2017, after Meghan wore their white coat when she and Prince Harry, 40, announced their engagement. A month later, she was spotted carrying a £500 tote bag from Strathberry – with the item selling out in just 11 minutes.

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this commission can be as high as 30% – with Meghan predicted to earn millions from the venture. Although, as an Instagram newbie with a relatively small following of 2.6 million, it might take a while for her to clock up seven figures.

This latest move cements Meghan's change of direction, although in a recent interview she claimed that she's an 'entrepreneur' rather than an 'influencer'.

Whatever she's calling it, the 43-year-old's much-anticipated lifestyle brand As Ever is launching this spring, with the Duchess teasing products including tea, jam and cookies on her Instagram and website.

It all comes hot on the heels of last month's

release of her Netflix show *With Love, Meghan*, which has a second series coming in the autumn.

It's certainly a full-circle moment for the Duchess, whose influencer roots – sorry, female-founder roots – go back long before her royal life. Prior to meeting Harry, the then-actress was the proud owner of a successful lifestyle blog *The Tig*. Launched in 2014, the platform focused on topics including food, travel, and fashion – with experts estimating it may have earned around £61k annually at its prime. In 2017, as her relationship with Harry became serious, Meghan made the choice to shut down the blog – later saying, 'I loved *The Tig*, but I certainly loved my husband more.'



'Being a style icon brings a nice payout'

'Like and subscribe, guys'

heat news

Gwyneth is a PR master

Is this the start of a beautiful friendship?

Meg & Gwyn's BEEF-FREE KITCHEN DATE

They're sweet as pie...

Rumours of a rift between Gwyneth Paltrow and Meghan Markle have been circulating for a while, but last week, the pair joined forces to squash the speculation as they appeared in together in a video on social media.

Taking to Instagram Stories for a Q&A, Gwyneth filmed herself in her kitchen as she responded to a fan who asked if she was 'comprehending the Meghan Markle beef'. She responded, 'I genuinely do not understand this at all, whatsoever,' before asking someone off-screen, 'Do you understand this?' The actress then panned the camera to reveal Meghan, who was seen shrugging her shoulders while eating a piece of pie.

Talk of a feud first began following the release of Meghan's Netflix show and brand As Ever, with many comparing it to Gwyneth's lifestyle empire Goop. During a recent interview, Gwyneth, 52, insisted she felt no threat from the Duchess.

Confessing that she hadn't watched her Netflix show, she added, 'I don't know Meghan and Harry.' But she later raised eyebrows when she posted a video of herself making breakfast in her pyjamas make-up free, a sharp contrast to Meghan's put-together appearance. She also soundtracked the clip with *This Will Be (An Everlasting Love)* by Natalie Cole, which also featured in Meghan's project.

Clearly keen to shut down any mean-girl narrative, it seems Gwyneth and Meghan could be Hollywood's newest BFFs. However, a source says there's more than meets the eye when it comes to the set two, and business-savvy Gwyneth has a plan.

We're told, 'Gwyneth is a master at playing the PR game – which is why she made sure to go on about how she doesn't see Meghan as her competition, before cleverly turning round and making some digs at her show. She wants to make sure it looks like she's not feeling threatened.'

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