

# Envato and BigCommerce Partner to Launch New Ecommerce Category on ThemeForest

*Marketplace to Enable Ecommerce Developers to Create and Sell BigCommerce Themes to Businesses Worldwide*

**Melbourne, Australia — April 6, 2017** — [Envato](#), the leading community for buying and selling creative assets, and [BigCommerce](#), the leading ecommerce platform for fast-growing and established brands, today announced the launch of a new BigCommerce category in the world's largest theme marketplace, [ThemeForest](#). Through this partnership, theme designers will have expanded access to BigCommerce and its modernized design framework, while retailers will have new opportunities to leverage vertical-specific ecommerce themes to sell more online.

*“Through this partnership, ThemeForest will provide online retailers access to a range of high-quality themes, specifically built for the BigCommerce platform, making it even easier to create a branded website that is tailored to their business. It also provides additional opportunities for our community of theme developers looking to create products specifically for the BigCommerce platform.”*

— Adrian Fittolani, General Manager of Content at Envato

Since launching in 2006, Envato's community has made more than \$490 million selling their digital assets. ThemeForest, Envato's burgeoning theme marketplace, is one of the world's Top 300 most visited websites, providing BigCommerce's theme authors access to an expansive audience of buyers. Through ThemeForest, authors can now leverage [BigCommerce's new theme framework](#), which introduces a new approach to front-end development, enabling them to create unique, dynamic and powerful storefronts optimized for the BigCommerce platform.

The BigCommerce category on ThemeForest will feature a new selection of themes, optimized for BigCommerce's platform, each featuring:

- Smart, fully-responsive and easy-to-customize storefront designs
- Modern site elements that leverage the latest UX best practices

- Design styles to support multiple vertical categories
- Support for small-, medium-, and large-sized catalogs

*“Design is a competitive advantage in today’s digital economy, and it’s increasingly important for merchants to have a website that is visually distinct and compelling. By partnering closely with ThemeForest, we are giving merchants an easy access point to our platform while also enabling the ThemeForest community to use our industry-leading design framework, Stencil, and join one of the fastest-growing ecosystems in ecommerce.”*

— Russell Klein, Senior Vice President of Corporate Development at BigCommerce.

To get more information and look at the new site themes, visit [Envato.com/bigcommerce](https://envato.com/bigcommerce)

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#### ABOUT ENVATO

**Location:** Headquarters in Melbourne, Australia. Team located around the world.

#### What Is Envato?

Founded in 2006, [Envato](#) is the world’s leading community for creative assets and creative people.

The network includes [Envato Market](#), [Envato Studio](#), [Envato Tuts+](#) and [Envato Elements](#).

A community of more than seven million people worldwide buy and sell creative assets on Envato Market with total community earnings exceeding \$400 million. Millions of students have taken video courses and free tutorials on the Envato Tuts+ education network and Envato Studio connects people with hand picked freelancers to complete their creative projects. Envato Elements is a subscription service with thousands of ready-to-use graphic templates, fonts and assets available for unlimited download.



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