



🕒 03 April 2019, 11:40 (AEDT)

One of the world's most popular WordPress themes hits new milestone

Avada, one of the most popular paid WordPress themes of all time, has officially passed half a million sales on [Envato Market](#).

Designed by US-based company ThemeFusion, the theme counts high profile and diverse customers such as [Russel Brand](#) and Microsoft's [Visual Studio](#) as among the hundreds of thousands of users of Avada.

Originally released in 2012, the multipurpose theme continues to receive widespread praise for its ease of use and flexibility.

The company had [previously passed \\$25m USD in sales in 2018](#), becoming the first author on Envato to reach the milestone.

With [up to 33% of the web now running off Wordpress](#), it means that as many as one in every 1100 of these sites could have Avada installed.

Envato's General Manager of Content Cameron Gough paid tribute to the achievement. "That ThemeFusion [has managed to reach this milestone](#) is a testament to their hard work and commitment to constant innovation and customer success."

"We're pleased that we can count authors like ThemeFusion as part of our global community, a community that supports and inspires people to complete their creative projects faster than ever before."

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 eight million people worldwide buy and sell creative assets on Envato Market with total community earnings exceeding \$500 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.

 pr.co



Envato