

---

---

# Records Smashed at ThemeForest as Top-selling WordPress Theme Avada Surpasses 100,000 Sales

*“We are truly honored and humbled to have reached this milestone with Envato. This would not be possible without our dedicated users, amazing team members and supportive marketplace. Hard work pays off, and we are excited about the next 100,000 sales,,*

— Luke Beck, ThemeFusion Partner

Melbourne, AU, December 15, 2014 - Luke Beck and Muhammad Haris have never met in person but that hasn't stopped this dynamic partnership breaking records with their top-selling WordPress theme [Avada](#), which this weekend surpassed 100,000 sales. The duo, known as [ThemeFusion](#), have amassed over US \$5 million in sales, selling exclusively on Envato's [ThemeForest](#) marketplace.

Pakistan-based developer Haris was looking for a designer to work with and reached out to US-based Beck after seeing one of his Photoshop files for sale on Envato's marketplaces. Once they got over the initial challenge of unfamiliarity they found in each other an ideal business partner.

“We work very hard each and every day for our users and our product,” says Beck, who attests that any project can always be improved. “We both work full-time for ThemeFusion, and cannot imagine anything better.” Haris' day starts around 5.00pm so the two can work at the same time. Haris says he loves the flexibility working for himself provides. “It is similar to my freelancing experience,” he says.

The success of their theme is evident from the data shared by [BuiltWith](#), which reports that 3.25% of the top 10,000 [WordPress](#) websites are currently using Avada. With WordPress powering 23% of the internet worldwide, Avada has clearly overcome some stiff competition. Its popularity can be seen in the pages of [comments](#) and five star ratings from satisfied buyers. One sums it up; “Never have I run into a theme that covers all I will ever need in one theme. There is absolutely nothing these guys didn’t cover.”

Envato Quality Team Leader Stephen Cronin agrees Avada has achieved this level of success by providing buyers with a product that includes everything they need. "The ThemeFusion team provides excellent support, listens to their users and continually works to improve their product," he says. Avada’s success also reflects the trend towards multi-purpose themes. “More than that though, it reflects the need for theme companies to professionalise what they are doing and form a team so they are able to do things such as provide solid support,” says Cronin.

Haris and Beck also believe in the support they provide their buyers. “People buy the theme, they go over to our support system and then they get a feel for how much we value our product and how much we value them,” says Haris.

“We never thought 100,000 sales would be possible,” Beck says. “We are truly honored and humbled to have reached this milestone with Envato. This would not be possible without our dedicated users, amazing team members and supportive marketplace. Hard work pays off, and we are excited about the next 100,000 sales.”

Earlier this year Haris featured in the YouTube [Envato Stories](#) [video](#) he shared his passion for his work, and a little about the benefits of his dedicated effort. This includes the ability to build a large home for his extended family in his home of Lahore.

The next milestone for ThemeFusion to reach in Envato’s [Elite rewards program](#) is when the team makes \$10 million in sales. At this point they will receive first class flights to Envato HQ in Melbourne, Australia, a desk at Envato HQ and dinner in their honour. The highest tier a seller can reach is \$25 million, where the rewards offered include a trip to the moon.

Since Avada’s release in August 2012 it has remained the only offering from ThemeFusion. The team have just released their latest [update](#), which is available on [ThemeForest](#) now.





*Muhammad Haris working from his home in Lahore, Pakistan*



*Luke Beck and family in the USA*

## ABOUT ENVATO

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

### What Is Envato?

Envato is a network of sites used by millions of people for their creative projects. The network comprises [Envato Market](#), [Envato Studio](#), and [Tuts+](#).

Envato Market offers users millions of creative assets, project files and kits to use for web, print and video projects. Envato Studio connects users with a community of freelance talent. Tuts+ helps people learn creative skills online with video courses and free tutorials.



## Envatopressroom

---

### Contact information

#### Envato

Email: [media@envato.com](mailto:media@envato.com)

Address: PO Box 21177, Little Lonsdale St, Melbourne, Victoria 8011 Australia

ABN: 11 119 159 741

-  Main website
-  Company blog
-  Contact

---

### Spokesperson



Collis Ta'eed

CEO, [collis@envato.com](mailto:collis@envato.com)

 collis



Layla Foord

Envato Studio General Manager, [layla.foord@envato.com](mailto:layla.foord@envato.com)

 foordstaress



Jason Ellis

Tuts+ General Manager,  
[jason@envato.com](mailto:jason@envato.com)



Dan Michael

Elite Program Manager,  
[dan.michael@envato.com](mailto:dan.michael@envato.com)

 danmikhael



Ben Chan

Director of Strategy and Business Development  
[ben.chan@envato.com](mailto:ben.chan@envato.com)

 benchan1

---

 Latest Tweets

---

RECEIVE UPDATES

FOLLOW PRESSROOM