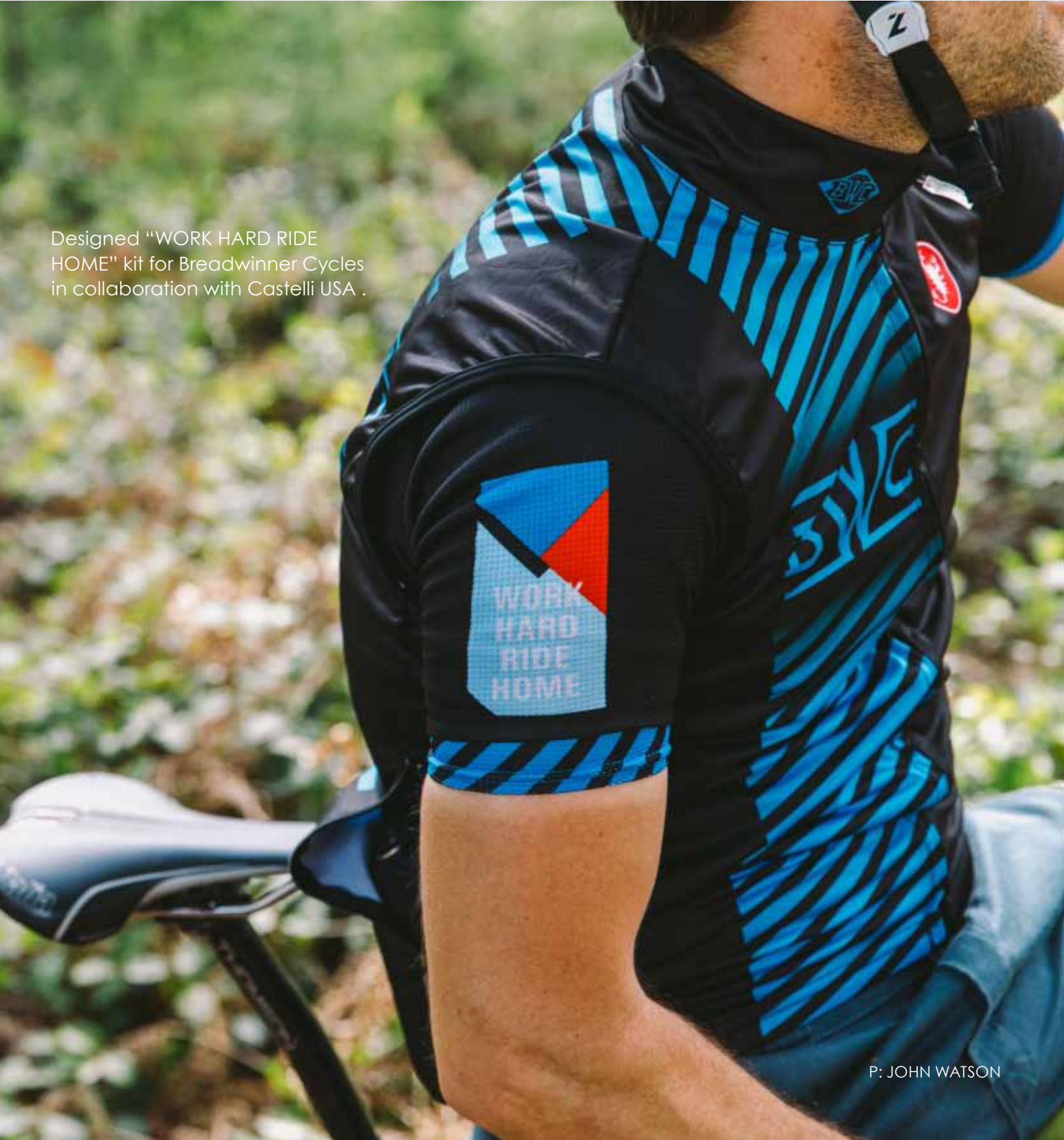




INFO

ETHAN ANDERS FURNISS
CONTACT: **P:** 916-799-8024 **E:** EFURNISS@GMAIL.COM
SKILLS: IDEATION, CRITICAL ANALYSIS AND STRATEGY.
INFLUENCES: MECHANICAL GENIUS, SIMPLE SOLUTIONS AND UNBRIDLED EXPRESSION.

Designed "WORK HARD RIDE HOME" kit for Breadwinner Cycles in collaboration with Castelli USA .

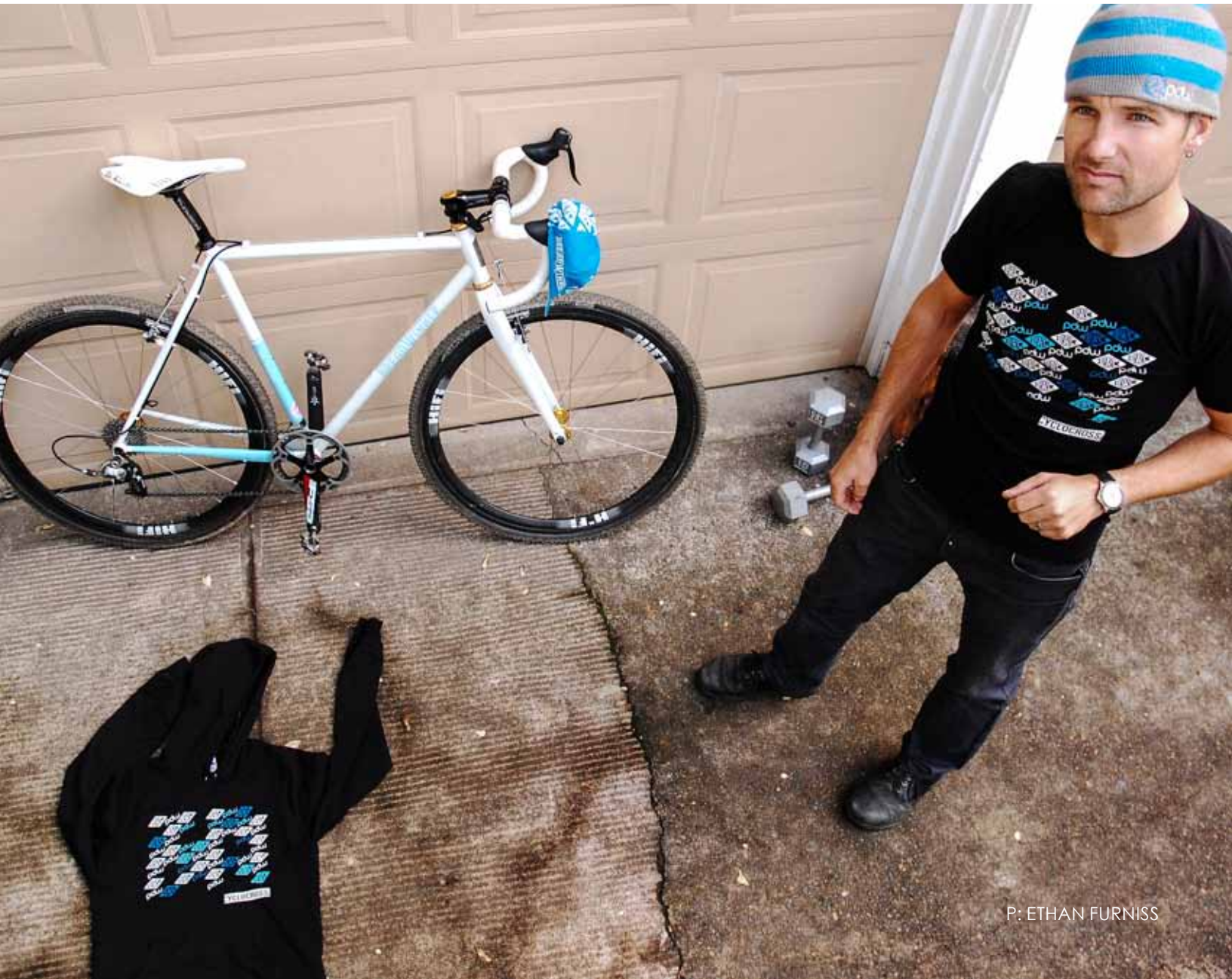


P: JOHN WATSON



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P: ETHAN FURNISS



Worked with Breadwinner Cyclocross team partners to develop striking and original team apparel.

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INFLUENCES: MECHANICAL GENIUS, SIMPLE SOLUTIONS AND UNBRIDLED EXPRESSION.

PROJECT: Sale Strategy and implementation for Breadwinner Cycles.

Worked to develop successful an impacting sale program for the limited edition "WORK HARD RIDE HOME" edition of the Lolo road bicycle.

Platforms included Mailchimp, Facebook, Shopify and Instagram.

LIMITED EDITION

WORK HARD RIDE HOME



For a limited time BREADWINNER CYCLES is producing an exclusive WORK HARD RIDE HOME edition of our acclaimed LOLO road bike. We only plan to make 15 of these so order now for the October 22nd deadline.

Why is there a deadline? Because we want to deliver all WORK HARD RIDE HOME LOLOS by December 24th!

The bike is only available as a complete with options or either Shimano Ultegra 6800 mechanical or Di2 gruppo.

EXCLUSIVE COLOR-WAY

BREADWINNER

Every Limited Edition WORK HARD RIDE HOME LOLO will be painted with a sleek anthracite base color with compliments of rich black, pure white and BREADWINNER powder blue.

Shimano 6800 Di2- \$4695



[CLICK HERE FOR DETAILS](#)

Shimano 6800 Mech- \$3995



[CLICK HERE FOR DETAILS](#)



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Worked with producer James Wilson and the Eddy Merkin Team for a fun local mountain bike video. I art directed, shot and did illustration for this project.

<https://vimeo.com/69942811>

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SOLUTIONS AND UNBRIDLED EXPRESSION.



Curated art to be showcased
at The One Motorcycle Show.

Recruited the photographer Mike
Sweeney to allow me to reprint
highlights from his career in the 1990s
as a motocross photographer.



© Mike Sweeney Photo 2013

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