



Merino Wool Cycling Apparel & Activewear
www.pinebury.us

April 29, 2025

To Whom It May Concern,

I'm pleased to recommend Chris Shane as a photographer, Videographer and content creator. Chris has played a significant role in shaping the visual identity of Pinebury through his lifestyle photography. His keen eye for natural light, strong technical ability, and instinct for capturing authentic outdoor moments have helped define our brand aesthetic in a way that feels both elevated and true to our roots.

Chris is not only professional and dependable, but he's also incredibly easy to work with—never high-maintenance, always prepared, and consistently collaborative. He lives and breathes the outdoor lifestyle, which brings an invaluable authenticity to his work.

Since working with Chris, the quality and style of our brand presence has improved noticeably. I would confidently hire him again for future projects and recommend him to anyone seeking a creative partner with both vision and reliability.

Sincerely,
Kyle Rancourt
Founder, Pinebury
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