

Scrambled Eggs Creative Teams Up With Any Means Necessary for First Licensed Collection: The Bag Lady Vinyl Companion



ANY MEANS NECESSARY
AND **Scrambled eggs** Creative
PRESENT
THE BAG LADY
VINYL COMPANION

Based on the art of SHAWN COSS!

Roto-Cast Vinyl!

8.5"

- Vinyl art toy
- 8.5 Inches tall
- 7 Points of articulation
- Roto-cast vinyl head and body
- Ball jointed neck
- Removable marker accessory

Launching Soon on **KICKSTARTER**

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Trenton, New Jersey Sep 30, 2025 (Issuewire.com) - Scrambled Eggs Creative (SEC), an independent toy and product design studio founded by industry veteran Michael Gulen, has announced a partnership with artist Shawn Coss and his brand *Any Means Necessary* (AMN) to launch their first officially licensed collection of art-driven collectibles.

The collaboration blends AMN's raw, unapologetic style—rooted in mental health awareness and self-expression—with Scrambled Eggs Creative's reputation for storytelling and craftsmanship. The partnership aims to deliver collectibles that not only resonate visually but also carry a deeper message about resilience, identity, and connection.

"This isn't just another project—it's the perfect collaboration," said Gulen. "By combining Shawn's art and advocacy with Scrambled Eggs Creative's design expertise, we're creating a collection that speaks directly to fans while introducing his vision to a new generation."

The debut product will be a vinyl figure, **The Companion Bag Lady**, launching on Kickstarter in early October, with a pre-launch campaign live now. The figure will be offered in four variations, featuring exclusive items, artist signatures and exclusive artist prints. If successful, the line could expand to additional vinyl toys, action figures, blind boxes, resin statues, and plush collectibles, with an initial

direct-to-consumer strategy and future distribution opportunities.

The collaboration came together through Golden Sombrero Licensing, where founder Bart Silberman connected SEC with Coss and AMN. Coss, who balances his background as an ER nurse with his growing body of artwork, has built a reputation for illustrating mental health through dark, evocative imagery. What began as an Inktober project in 2016 has since evolved into a cultural movement, giving visibility to the often unseen struggles of mental illness.

“Art has always been my voice,” said Coss. “Working with Scrambled Eggs Creative allows me to bring that voice into a new medium while staying true to the mission of AMN—making the invisible visible.”

The Kickstarter marks the beginning of what both teams hope will be a long-term collaboration through 2026, with options for expansion in 2027.

<https://www.kickstarter.com/projects/scrambledeggscreate/i-am-not-broken-the-bag-lady-vinyl-companion>

About Scrambled Eggs Creative

Scrambled Eggs Creative LLC is a Califon, NJ based design studio specializing in innovative toys and collectibles. Founded by Michael Gulen, a 25-year industry veteran with experience at McFarlane Toys and Super7, SEC focuses on delivering imaginative products with a blend of nostalgia, artistry, and storytelling. <https://www.scrambledeggscreative.com/>

About Any Means Necessary

Created by artist and former ER nurse Shawn Coss, Any Means Necessary uses art to raise awareness of mental health. Through bold, emotional imagery, AMN aims to foster connection, advocacy, and self-expression for those who feel unseen. <https://anymeansnecessary.com>

Kickstarter Landing Page (Sign up for Exclusive Rewards):

<https://www.kickstarter.com/projects/scrambledeggscreate/i-am-not-broken-the-bag-lady-vinyl-companion>

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