



VALORANT



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Cosmetics Research

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The background is a stylized illustration of Agent Phoenix from the game Valorant. He is a man with short blonde hair, wearing a blue double-breasted suit jacket over a white shirt and a red tie. He has a confident smile and is wearing his signature orange-tinted goggles. He is holding a glowing, pink and orange energy sword. The setting is a grand, dimly lit hall with high ceilings, large arched windows, and ornate architectural details. A large potted plant is visible on the left side of the frame.

Overview

Cosmetics in Valorant

How Cosmetics Shape
Player Engagement and Revenue Models

Types of Cosmetics



Level Borders

Level borders surround a player's selected player card icon whenever it's displayed in game.

Buddies

Buddies are weapon charms that attach to the side of guns.

Flex

Flex are items that can be equipped by the player in game from the Expression Wheel.

Player Cards

Player Cards are images that are shown as a background image for a player's account.

Player Titles

Player Titles are the titles shown beneath everyone's in-game name while in the lobby or while in the game loading screen.

Sprays

Sprays are images that can be applied on any map surface from the Expression Wheel.

Weapon Skins

Weapon Skins modify the appearance of weapons.

★ : popular

Psychological Impacts

How do skins affect player's performance?

- **Confidence Boost**

Equipping a favorite high-end skin often makes players feel more “at home” with their weapon, which can improve focus and even create a placebo performance boost.

- **Heightened Satisfaction**

The unique visual and audio effects of premium skins heighten the satisfaction of each kill, giving an emotional payoff that keeps players more engaged.

- **Intimidation Factor**

Opponents may assume a player wielding an ultra-rare skin is highly skilled or invested, sometimes causing them to play more cautiously.

- **Social Factor**

Teammates often take pride in showcasing skins to each other – it's common for someone to request an ally's weapon drop just to admire or try out its skin.

- **Distraction Potential**

Flashy skins with bright animations or effects may sometimes distract players, slightly impacting reaction time and accuracy.

- **Economic Pressure**

Players who spend a lot on skins might feel pressure to “perform well” to justify their investment, leading to either motivation or stress.

Monetization Strategy

Weapon's Edition Tier

Select



Deluxe



Premium



Exclusive



Ultra



Increasing Price

Sources of Revenue

Weapon Skins

Battle Pass

Radianite Points

Valorant's in-game currency: **Valorant Points** (VP)



User Experience

AI-driven Analysis

Sentiment and Behavior Analysis:
Trends, Patterns, and Insights



Big Brand

Collaborations

Monetization & Engagement:
The Potential of Valorant x Big Brands



Pro & Creator

Collaborations

The Creative Loop:
From Gamers to Gamers