



**VALORANT**

## **COSMETICS RESEARCH NOTES**

By: Shelvia Wongso

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(Ongoing Work)

## CONTENTS

OVERVIEW .....	3
Research Steps.....	3
1. Understand the Key Terms .....	4
Level Borders .....	5
Gun Buddies.....	6
Flex.....	7
Player Cards .....	8
Player Titles.....	9
Sprays.....	10
Weapon Skins .....	11
Battle Passes .....	12
Gear .....	13
Store .....	14
Featured Store .....	14
Agent Store .....	15
Accessory Store.....	16
Esports Store.....	17
Valorant Points (VP).....	18
Radianite Points (RP) .....	19
Kingdom Credits (KC) .....	20
Experience Points (XP) .....	21
2. Understand the Pricing Strategy.....	22

## OVERVIEW

### RESEARCH STEPS

1. [Understand the Key Terms](#)
2. [Understand the Pricing Strategy](#)

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## 1. UNDERSTAND THE KEY TERMS

There are seven types of cosmetics: **Borders**, **Buddies**, **Flex**, **Cards**, **Titles**, **Sprays**, and **Skins**. They can be obtained from either **Battle Passes**, **Gear** or **Store**. Cosmetics can be purchased or unlocked using **Valorant Points**, **Radianite Points**, **Kingdom Credits** or solely through game progression and **Experience Points**. Most cosmetics are only available for a limited time, with the only consistent exception being cosmetics from Gear.

### **Terms breakdown:**

Types of cosmetics:

- **Level Borders**: Decorative borders displayed around a player's level in the game.
- **Gun Buddies**: Small keychain-like charms that can be attached to weapons.
- **Flex**: Items that can be equipped by the player in game from the Expression Wheel.
- **Player Cards**: Background images displayed on player profiles and loading screens.
- **Player Titles**: Text-based titles that appear under a player's name in lobbies and game screens.
- **Sprays**: Graffiti-like images or animations that players can place on walls during a match.
- **Weapon Skins**: Visual modifications to guns, sometimes with unique animations, effects, or finishers.

Ways to obtain cosmetics:

- **Battle Passes**: Seasonal progression systems where players unlock cosmetics by completing missions and leveling up the pass.
- **Gear**: Cosmetic system that lets players unlock a variety of cosmetics related to a specific agent.
- **Store**: The in-game shop where players can purchase cosmetics directly.

Currency system:

- **Valorant Points (VP)**: Premium currency purchased with real money, used for buying skins, Battle Passes, and other cosmetics.
- **Radianite Points (RP)**: Earned or purchased currency used to upgrade certain skins with special effects or animations.
- **Kingdom Credits (KC)**: Free in-game currency earned through gameplay, used for obtaining older Battle Pass cosmetics and some other items.
- **Experience Points (XP)**: Earned by playing the game, used to unlock free rewards in Battle Passes and agent contracts.

## LEVEL BORDERS

Every 20 levels, the borders receive small upgrades. Every 100 levels, the borders get a new color scheme.

	Tier 1	Tier 2	Tier 3	Tier 4	Tier 5
Levels 1-99					
Levels 100-199					
Levels 200-299					
Levels 300-399					
Levels 400-499					

## GUN BUDDIES



### How to obtain:

- Collection Bundles (can usually be bought on their own for VP 475)
  - Certain buddies must be purchased as part of the entire bundle (cannot be purchased individually)
  - Certain collections have different pricing for their buddies. The pricing and collections are:
    - VP 0 for Pride
    - VP 675 each for Doombringer, Dream Charm and Helix
    - VP 975 each for Give Back Collections
- Battle Passes – Act Battle Pass (Free and Paid Tracks), Event Passes (Free)
- Gear (Free)
- Prime Gaming Drops (Free if have Prime Gaming Subscription)
- Broadcast Drops (Free)
- Competitive (Free)
- Premier (Free)
- Pro Play (Free)
- Miscellaneous (Free)
  - Fist Bump: Given to players by Riot and their employees only, such as from demonstrating good sportsmanship in a match with the employee.

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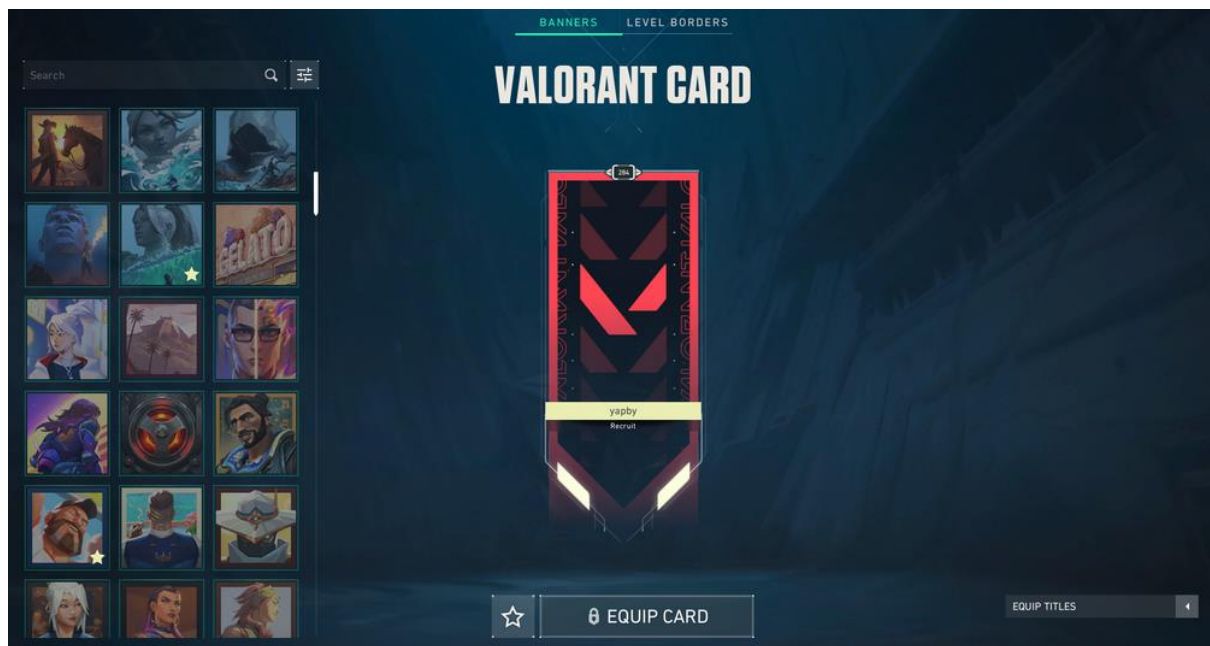
## FLEX



### How to obtain:

- Collection Bundles (can be bought on their own for VP 1,375)
- Battle Passes – Act Battle Pass (Paid Track)
- Miscellaneous – STAT-COM (Free)

## PLAYER CARDS



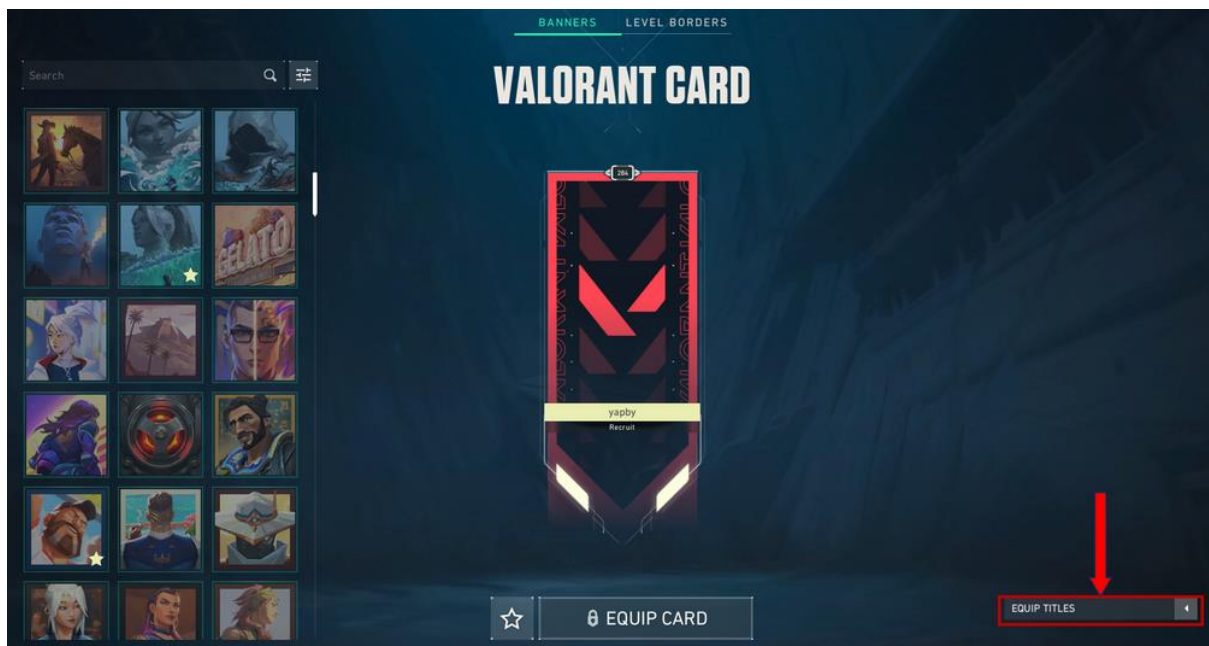
### How to obtain:

- Collection Bundles (can be bought on their own for VP 375)
  - Certain player cards must be purchased as part of the entire bundle (cannot be purchased individually)
  - Certain collections have different pricing for their player cards. The pricing and collections are:
    - VP 0 each for all cards from Pride Collection
    - VP 575 each for:
      - all cards from Evori Dreamwings Collection
      - individual cards: EX.O, RGX 11z Pro, Ep 9 and Singularity, Ep 9
    - VP 775 for all cards from Give Back Collections
- Battle Passes – Act Battle Pass (Free and Paid Tracks), Event Passes (Free)
- Gear (Free)
- Prime Gaming Drops (Free if have Prime Gaming Subscription)
- Broadcast Drops (Free)
- Premier (Free)
- Miscellaneous (Free)



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## PLAYER TITLES



### How to obtain:

- Collection Bundles (some can be bought on their own for VP 200)
  - Certain player titles must be purchased as part of the entire bundle (cannot be purchased individually)
  - Certain collections have different pricing for their titles. The pricing and collections are:
    - VP 0 for all titles from Pride Collection
- Battle Passes – Act Battle Pass (Free Track), Event Passes (Free)
- Gear (Free)
- Broadcast Drops (Free)
- Premier (Free)
- Pro Play (Free)
- Miscellaneous (Free)

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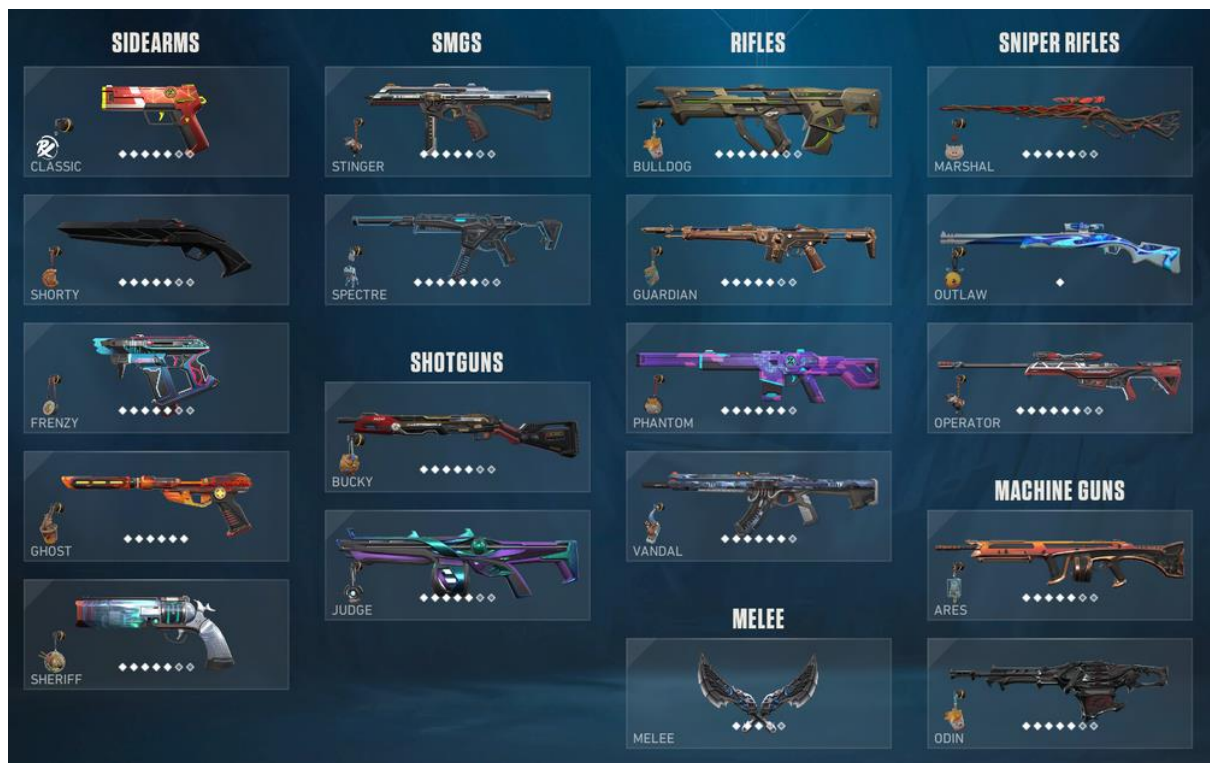
## SPRAYS



### How to obtain:

- Collection Bundles (can be bought on their own for VP 325)
  - Certain sprays must be purchased as part of the entire bundle (cannot be purchased individually)
  - Certain collections have different pricing for their titles. The pricing and collections are:
    - VP 675 for all sprays from Give Back Collections
- Battle Passes – Act Battle Pass (Paid and Free Tracks), Event Passes (Free)
- Gear (Free)
- Broadcast Drops (Free)
- Miscellaneous (Free)

## WEAPON SKINS



### How to obtain:

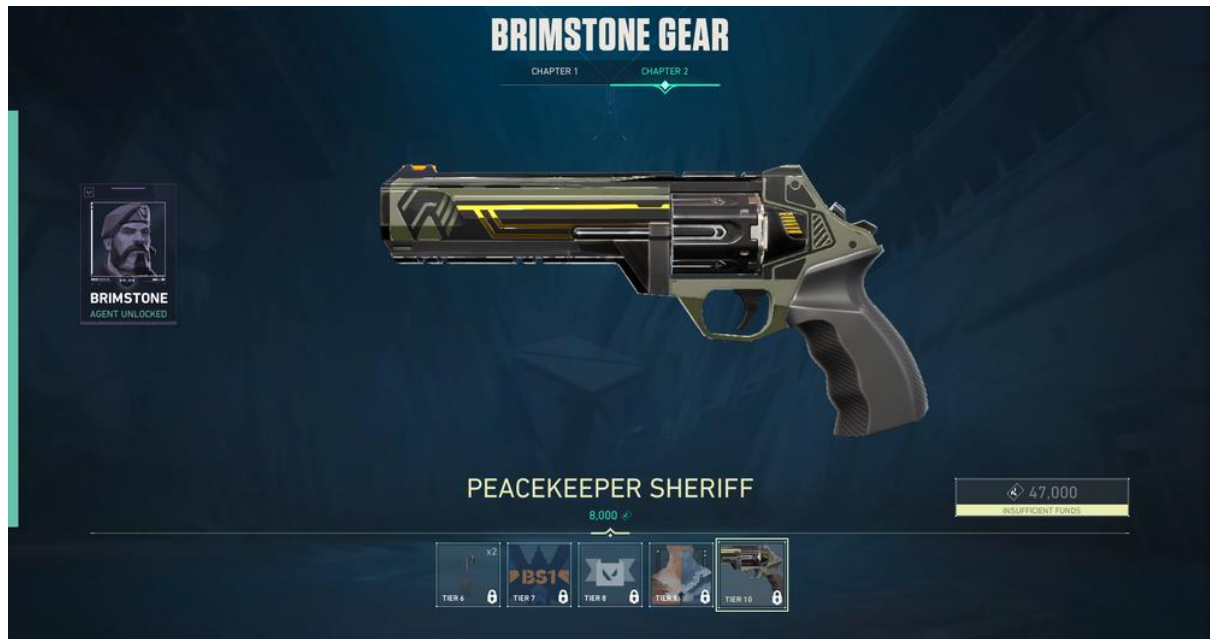
- Collection Bundles
  - Pricing depends on the editions. There are five editions, going from the simplest to the most complex: Select, Deluxe, Premium, Exclusive, and Ultra.
- Battle Passes – Act Battle Pass (Paid and Free Tracks), Event Passes (Free)
- Gear (Free)
- Broadcast Drops (Free)
- Miscellaneous (Free)

## BATTLE PASSES



- Each act (lasts for about 2 months) has its own battle pass.
- Each act pass has 55 tiers grouped into 11 chapters; chapters 1-10 and a final Epilogue chapter, with 5 tiers in every chapter.
- The Premium track can be only be unlocked by paying VP 1,000.
  - Boosts Battle Pass XP gains from playing matchmade games (mission XP excluded) by 3% and gives these players additional rewards for every tier they complete.
- Each tier can be unlocked by paying VP 300.
- Act passes contain weapon skins, accessories (player cards, buddies, sprays, player titles), and Radianite Points. The amount of each type of cosmetic in this pass can vary, but for the free track it is always the same:
  - Tiers 1-50 (3 player cards, 3 buddies, 3 player titles, 2 sprays, 3 lots of RP 10 (excluding Episode 01: IGNITION: Act 2, which had 2 lots of RP 10), 1 sidearm weapon skin)
  - Epilogue (1 player card, 1 buddy or spray, 3 lots of RP 10)
- Players with access to the Premium track will earn additional cosmetics and RP, with the exception of player titles. These include access to three new collections of weapon skins, two of which will be Select Edition and one of which will be Deluxe Edition. The Tier 50 reward for Premium Track owners will always be a Melee skin. The Epilogue chapter also has set rewards; golden variants of two rewards from this pass (cosmetics eligible for golden variants are cards, buddies, and sprays), unlocked at tiers 1 and 5, and three lots of Radianite Points 10, unlocked at tiers 2, 3, and 4.
- When a new act arrives, a new pass with new content begins and the previous pass becomes unavailable, with its weapon skins no longer being able to be obtained by any means. Once an act battle pass is no longer one of the three most recent passes to have been released, its accessory content will become eligible to appear in a player's weekly Offers in their Accessory Store, where players can unlock past items using Kingdom Credits.

## GEAR



- An Agent's Gear can only be unlocked when the player has permanently unlocked the agent.
- Players must unlock the current tier using KC before progressing to the next tier.
- For the five agents immediately available, KC 15,000 is required to complete Chapter 1 (Tiers 1 to 5), or otherwise a total of KC 47,000 is required to fully complete an agent's gear collection. For the other agents, the amount required is KC 11,000 for Chapter 1, or a total of KC 43,000 to fully complete.
- Rewards are: Player Title, Spray, Player Card, Buddy, Sidearm Weapon Skin



## STORE

There are 3 types: a [Featured store](#), an Agent store, and an Accessory store. A temporary type was added; an Esports Store, containing limited-time capsules of cosmetics.

### FEATURED STORE



- The Featured store is the Store's main section, primarily focusing on weapon skins.
- When a new bundle is released, it becomes available in the Featured store for a limited time.
- The capsule of the winning team of the recent VCT international event will also appear in the Featured Store as an advertisement in a short period of time after the conclusion of the event.
- Underneath the featured bundle are the player's Offers for weapon skins. These contain four randomly chosen skins that aren't owned by the player, allowing them to unlock it for its full price.
- If the store cannot find four remaining skins that the player hasn't obtained to fill the Offers' slots, each slot that cannot contain a skin will instead be replaced with a message thanking the player for supporting Valorant.

### Bundles:

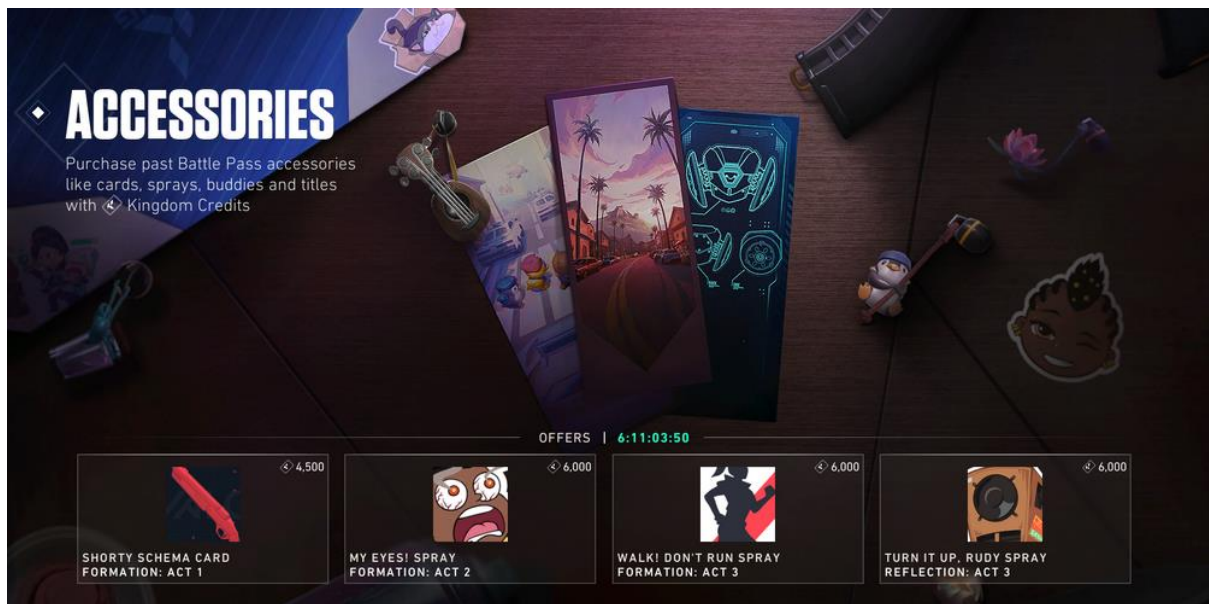
- Bundles are collections of cosmetics that can either be usually bought individually or all together for a reduced bundle price.
- Each bundle will usually contain weapon skins and as usually as standard comes with a total of five. Some may also contain buddies, Flex, player cards, and sprays, and as standard comes with a total of one each.
- If choosing to buy as a bundle, some of the cosmetics are either discounted or become free.
  - For bundles with a melee, the bundle price is equal to the total cost of the gun skins, and any sprays, buddies, and cards are given for free (though some bundles with a non-standard amount of accessories may only be discounted instead of offering them for free).
  - For bundles without a melee, all weapons receive a discount of around 33% off when contributing to the bundle price.

## AGENT STORE



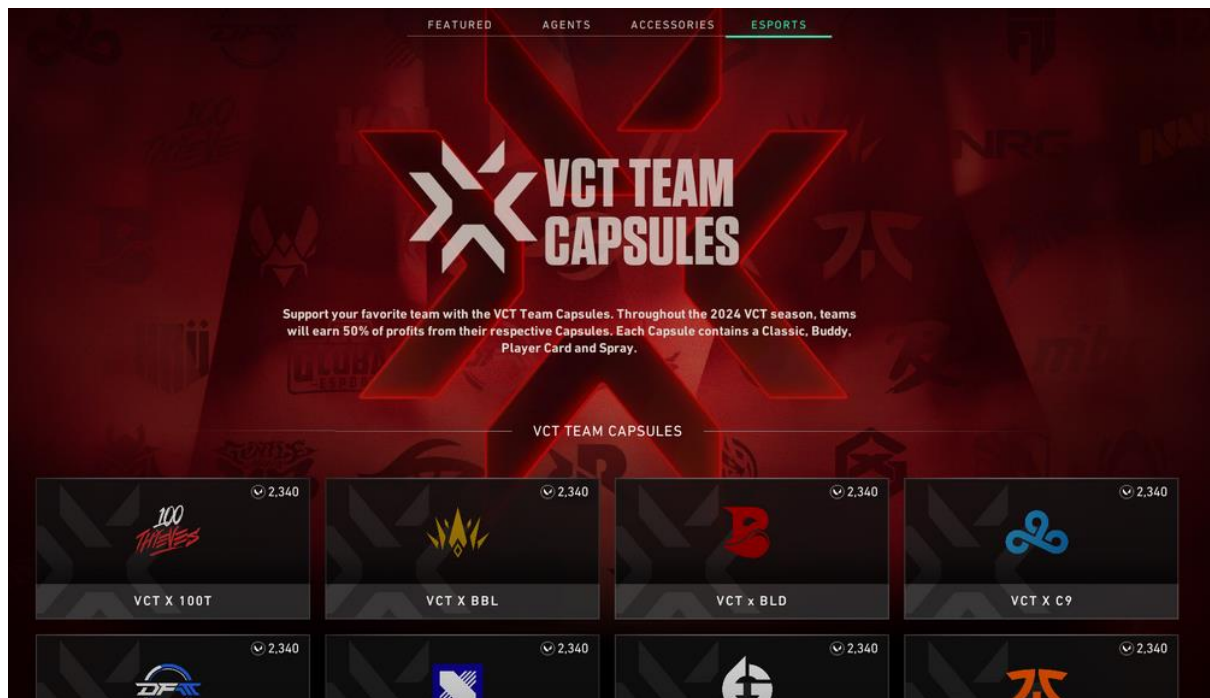
- The Agent store is where players unlock any agents that they want to obtain.
- Agents are available to be unlocked for KC 8,000, VP 1,000 or 1 Free Agent Token (Up to 2x Free Agent Tokens can be acquired from Basic Training Event).
- When a new agent is initially released, the option to unlock them using Kingdom Credits and Free Agent Tokens are disabled and is replaced instead with a limited-time Recruitment Event that lasts for 28 days.
  - After earning 200,000 XP during the Recruitment Event, the new agent will be unlocked for the player for free.
  - Throughout the event, the option to immediately unlock the new agent using VALORANT Points still remains available.

## ACCESSORY STORE



- The Accessory store contains player's Offers for accessories from previous Act battle passes.
- These contain four randomly chosen accessories that aren't owned by the player and aren't from the three most recent passes to be released including the current act.
- Prices for individual items vary from between Kingdom Credits 4,000 and Kingdom Credits 7,500 (in denominations of 500) for buddies, player cards and sprays and the standard Kingdom Credits 2,500 for player titles.
- Every week, the offers are refreshed with new options.
- If the store cannot find four remaining eligible accessories that the player hasn't obtained to fill the Offers' slots, each slot that cannot contain an accessory will instead be replaced with a message thanking the player for supporting Valorant.
- The following accessories will not appear in the store rotation:
  - Accessories from Epilogue tiers
  - All buddies from Episode Coin Collection





- This limited-time store mainly showcases the VCT Team Capsules of each season.
- The functions mainly retain similar features of Featured Store.

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## VALORANT POINTS (VP)



- VALORANT Points (VP) are a form of premium currency in VALORANT that can only be obtained by purchasing with real money.
- Uses:
  - Weapon skin offers in Store
  - Collection bundles
  - Night.Market
  - Accessories during a featured Collection Bundle
  - VP 1,000 to upgrade to premium Act battle pass
    - VP 300 per tier unlock up to Tier 50
  - VP 1,000 to unlock an agent
  - Purchasing Radianite Points

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## RADIANITE POINTS (RP)



- Radianite Points (RP) are a form of currency in Valorant.
- They are used to upgrade owned weapon skins with new VFX, audio, animations, finishers and variants of the skins, if the selected skin has these upgrades available.
- Acquisition:
  - RP 40 from the Basic Training Event, obtained at Milestone 4: Combat+
  - Act Battle Passes
    - In Episode 01: IGNITION: Act 1, 10 lots of RP 10 for premium track, 3 lots of RP 10 for free track
    - In Episode 01: IGNITION: Act 2, 10 lots of RP 10 for premium track, 2 lots of RP 10 for free track
    - From Episode 01: IGNITION: Act 3 onwards, 10 lots of RP 10 for premium track, 6 lots of RP 10 for free track
  - 2 lots of RP 10 from event passes (excluding Closed Beta)
  - 3 lots of RP 10 from 2023 Horizons Pass
  - Using Valorant Points VALORANT Points (VP)
    - VP 1,600 – RP 20
    - VP 2,800 – RP 40
    - VP 4,800 – RP 80
  - RP 10 from each VALORANT X PS+ bundle
  - RP 10 from Prime Gaming Drops on December 2020
- Uses:
  - RP 10 per level of upgrade on a weapon skin
  - RP 15 for each weapon variant after fully upgraded

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## KINGDOM CREDITS (KC)



- There is a cap on how many Kingdom Credits a player can hold, set at KC 10,000.
- Acquisition:
  - Playing any match-made game mode.
  - Completing Checkpoints: KC 150 for each checkpoint completed; up to 4 checkpoints per day
  - Unlocking specific Agents' Gear: KC 2,000 from Tier 5 of every Agent's Gear, except for Brimstone, Jett, Phoenix, Sage, and Sova
- Uses:
  - Agent Gear for unlocked Agents
    - KC 8,000 to unlock an Agent after their release recruitment event has ended from Agent Store
  - Previous Battle Pass accessories from Accessory Store
    - KC 4,000 - 7,500 (in denominations of 500) for Gun Buddies, Player Cards and Sprays.
    - KC 2,500 for Player Titles

## EXPERIENCE POINTS (XP)



- Experience Points, or EXP/XP, are points that are earned by players after completing missions and matches.
- It is used to progress through Battle Passes and Recruitment events for newly released agents.

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## 2. UNDERSTAND THE PRICING STRATEGY