

A LITTLE CURIOSITY COLORS THE WORLD IN MINT

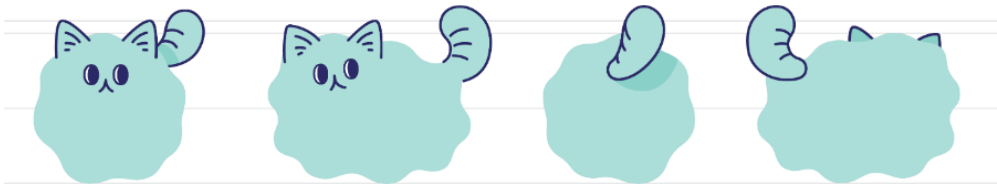
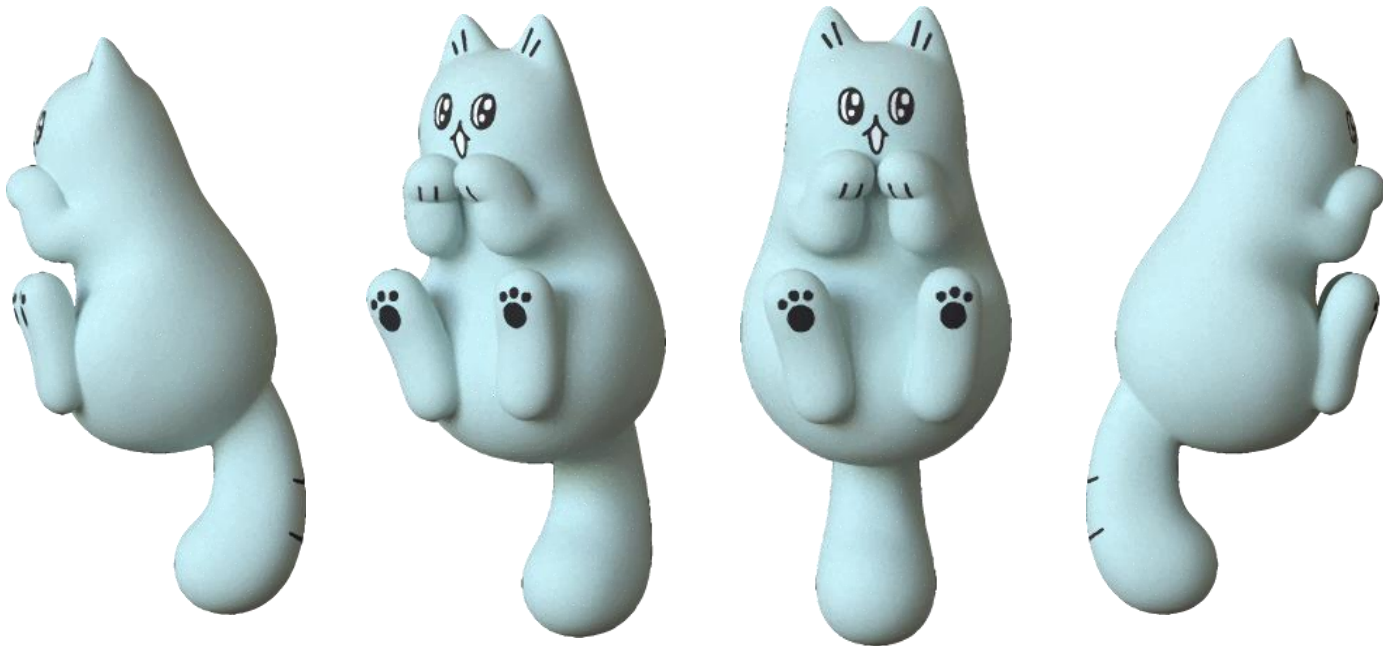
Raon steps into unfamiliar moments first,
turning ordinary days into gentle delight.



THREE SIDES OF RAON



RAON FROM EVERY ANGLE



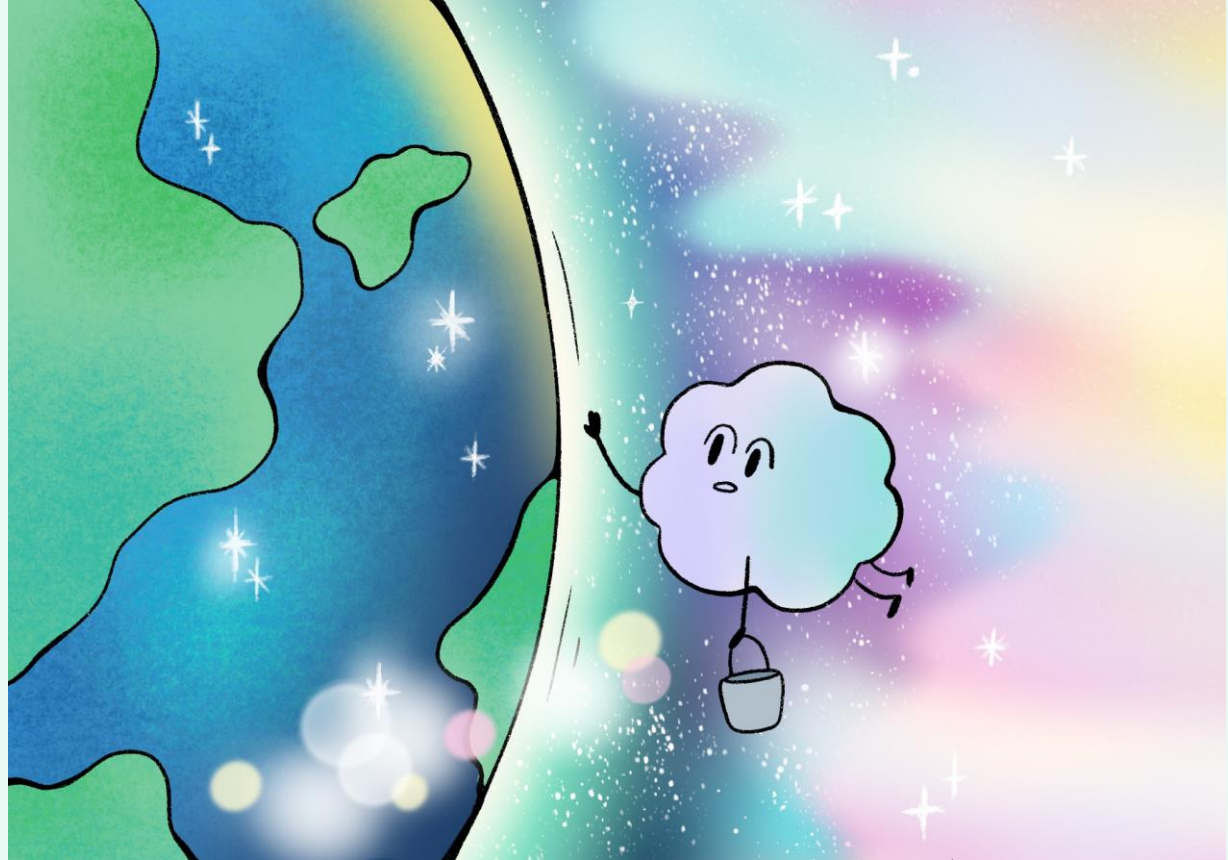
WHEN EMOTIONS MOVE, THE STORY BEGINS



FROM THE DUST PLANET TO OUR BRIGHT BLUE EARTH

“I wanted to meet
the brightest place myself.”

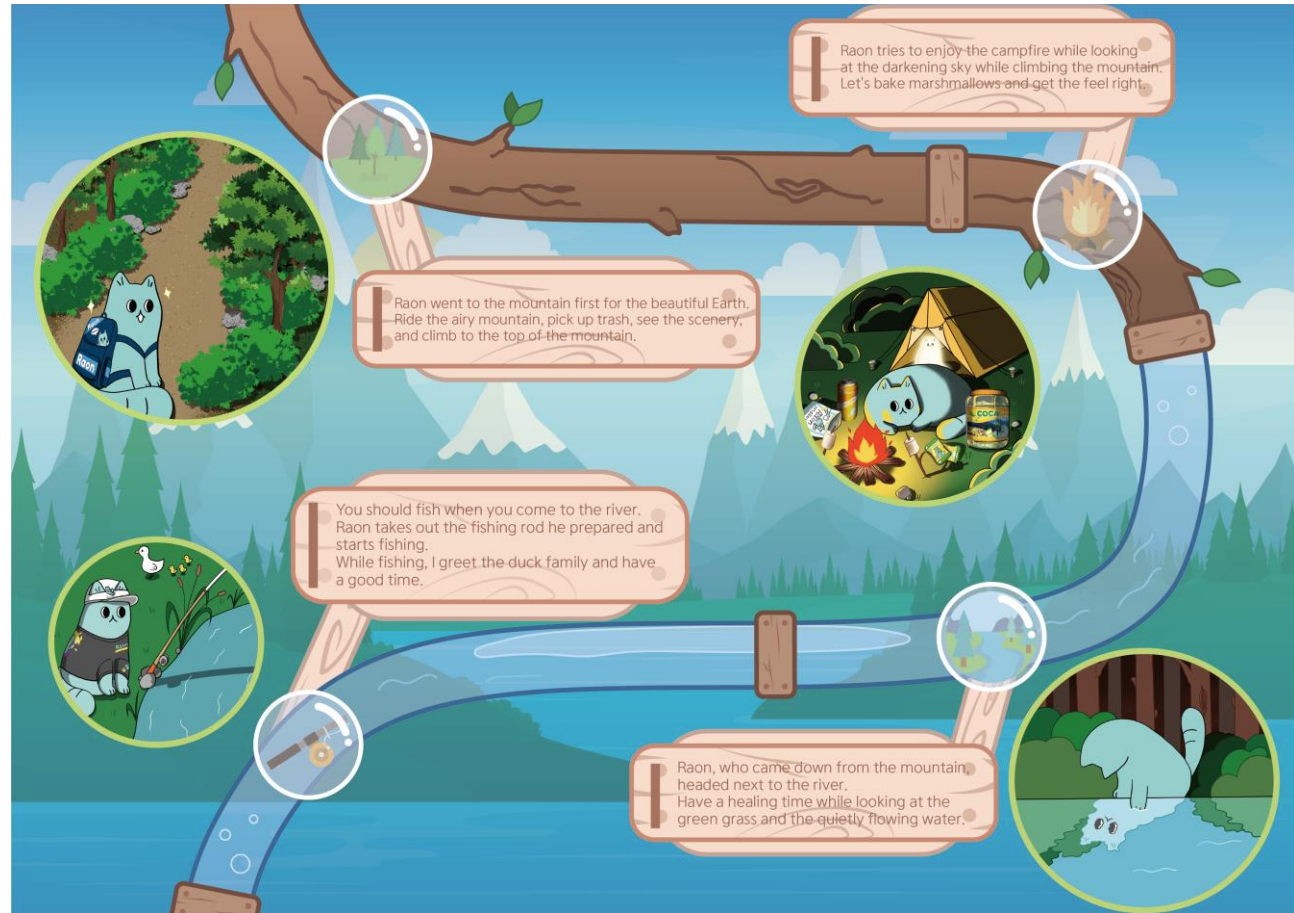
A curious little traveler follows a glow
and discovers a world full of color.



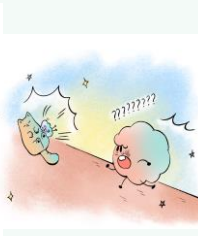
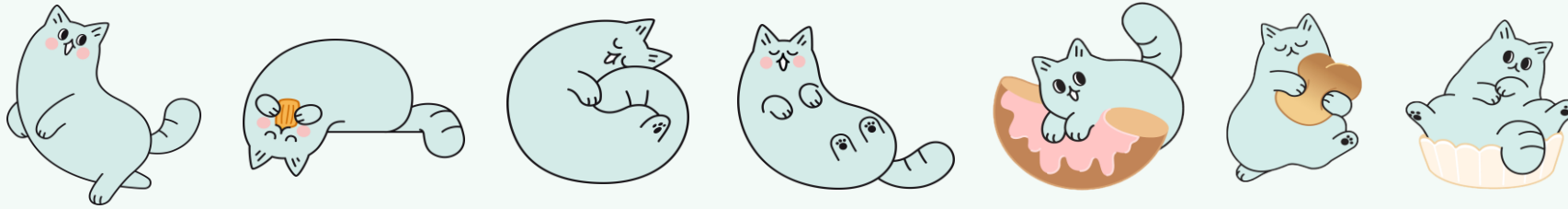
RAON'S JOURNEY CONTINUES IN DAILY LIFE

Walking, resting, eating and sharing.
Raon moves between nature and city,
turning the feeling of travel into a joyful lifestyle.

MINT RAON · TRAVEL · DAILY JOY



MINT RAON | CHARACTER IMAGES



MINT RAON | DIGITAL COLLECTIBLE CONCEPTS



MINT RAON | MARKETING CHANNELS



SOCIAL & E-COMMERCE

VIDEO CHANNELS

AR EXPERIENCES

DIGITAL COLLECTIBLES



MINT RAON | SOCIAL CONTENT



밀스튜디오, 한국 고유 캐릭터 라온과 콜라보

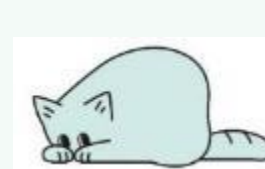
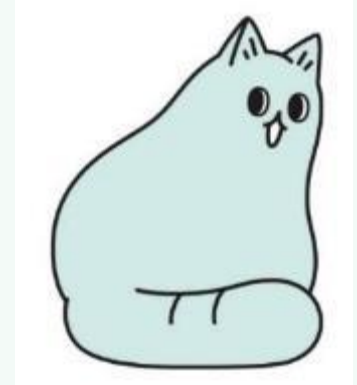
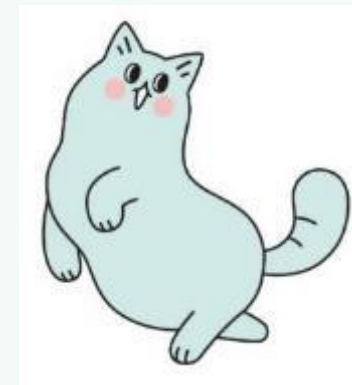
나지현 기자 / my@hnews.com | 승인 2023.07.26 08:23 | 댓글 0

티셔츠부터 7년 캐릭터 라이선스 계약
라운 순우리말 즐거움 뜻, 특별한반을

밀앤아아 헬멧대표 명유성의 밀스튜디오가 한국 고유캐릭터인 라온과 1년간 라이선스 계약을 맺고 캐릭터 티셔츠를 전국 90여개 매장에 지난 7월5일 출시했다



RAON × PARTNER PROMOTION



RAON | AR CAMERA EXPERIENCE



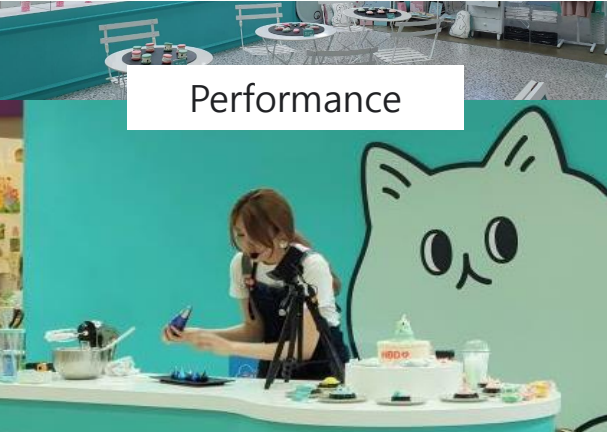
Raon appears beside café desserts through a social camera concept. Customers can capture and share the moment.

RAON | SOCIAL FILTER EXPERIENCES



RAON | BRAND ACTIVATION

Performance



Shop



RAON DESSERT



Entertainment



RAON | POP-UP STORE



MINT RAON | LICENSING FAIR IN KOREA



MINT RAON | INDONESIA EXPO



THANK YOU | MINT RAON

jbugs@luxconz.com

