



WEBTOON Entertainment Launches WEBTOON Shop, A New Online Retail Destination for Webcomic Merchandise

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Fan favorites like Lore Olympus, Mafia Nanny, Sweet Home and more are now available, with exclusive launch promotions and collector's items.

LOS ANGELES--(BUSINESS WIRE)--Nov. 15, 2024-- WEBTOON Entertainment Inc. ("WEBTOON"), a leading global entertainment company and home to some of the world's largest storytelling platforms, has officially launched [WEBTOON Shop](#), a new online retail destination for webcomic fans. Starting today, fans worldwide can find merchandise from some of WEBTOON's biggest creators and franchises.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20241115662860/en/>



WEBTOON Shop is the official online retail destination for merchandise from WEBTOON's biggest creators and franchises. (Graphic: Business Wire)

household items, readers can now showcase their webcomic fandom wherever they go.

[WEBTOON Shop](#) is home to the official WEBTOON US 10th Anniversary merchandise, celebrating some of the series and creators that have defined WEBTOON's first decade in the market. Limited edition anniversary merchandise includes *My Deepest Secret*, *Eternal Nocturnal*, *Siren's Lament* and a special edition graphic featuring hit series that have built their global fandoms after starting on the US platform.

For superfans, [WEBTOON Shop](#) will also be home to special limited edition collections, like the *Heroes and Villains* collection based on the global webcomic sensation *Lore Olympus*. More collections and series-based drops are set to follow, making WEBTOON Shop the ultimate destination for collectors and dedicated readers alike.

"Creators and their content have transformed fandom, building franchises that transcend our platform," said Aron Levitz, President of Wattpad WEBTOON Studio. "These are fandoms that can't get enough of their favorite webcomics, and we want to give fans a way to support their favorite creators and take home a small piece of the universe they fell in love with. We're so excited to be able to expand how fans can celebrate these incredible stories and franchises beyond screens and bring them into their lives."

To celebrate, WEBTOON fans can participate in several launch discounts and promotions, including a free gift with the first 300 hundred purchases and a WEBTOON coin giveaway. [WEBTOON Shop](#) is available globally, offering shipping anywhere in the world. For more information, see [WEBTOON Shop FAQs](#).

About WEBTOON Entertainment

[WEBTOON Entertainment](#) is a leading global entertainment company and home to some of the world's largest storytelling platforms. As the global leader and pioneer of the mobile webcomic format, WEBTOON Entertainment has transformed comics and visual storytelling for fans and creators.

With its CANVAS UGC platform empowering anyone to become a creator, and a growing roster of superstar WEBTOON Originals creators and series, WEBTOON Entertainment's passionate fandoms are the new face of pop culture. WEBTOON Entertainment's adaptations are available on Netflix, Prime Video, Crunchyroll, and other screens around the world, and WEBTOON Entertainment's content partners include Discord, HYBE, and DC Comics, among many others.

With approximately 170 million monthly active users, WEBTOON Entertainment's IP & Creator Ecosystem of aligned companies include WEBTOON, Wattpad--the world's leading webnovel platform-- Wattpad WEBTOON Studios, Studio N, Studio LICO, LINE Manga, and eBookJapan, among others.

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