

MAISON&OBJET PARIS · SEPTEMBER 2026

# SOUL PALETTE



The all-in-one watercolor kit —  
Korean art and places, made easy to paint.

B2B CATALOGUE



## BRAND STORY

# A small atelier, anywhere you are.

Soul Palette began with two sisters who love to paint. Traveling from Europe to East Asia, they painted with more than 600 fellow travelers across 11 countries.

Everyone spoke of talent, and of fear — yet with paint and a brush in hand, every one of them gladly became an artist. So the sisters made a very small drawing kit, to lend everyone a painter's soul.

**Designed and made in Korea.**

Legal entity: SOA, Seoul • founded 15 June 2022



*Painting together on the Champ de Mars, Paris — the journey behind Soul Palette*

## THE PRODUCT

# Soul Palette — One Kit. Everything included.

## 01 Outline artwork

An original Korean artwork, printed as a clean outline to color.

## 02 Paints on the sheet

15 named watercolor dots attached beside the artwork.

## 03 Finished-art guide

A tracing sheet shows the completed painting to follow.

## 04 Water brush

Fill with water, press, paint. No palette, no mess.

Made in Korea · flat and light — fits a letterbox



*Single kit in use — outline, paints, water brush, and the finished-art guide*

## HOW IT WORKS

# Four steps, from outline to postcard

1

**CHOOSE A DESIGN**

Folk art, palaces, city views — pick your story.



2

**FILL THE BRUSH**

Press, and the wet tip wakes the paints.



3

**ENJOY PAINTING**

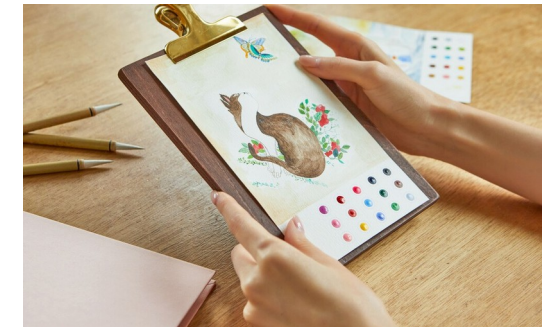
Color with the attached paints — follow the tracing guide, or go your own way.



4

**KEEP AND REMEMBER**

Tear the palette off for a postcard — frame it, gift it, remember it.



**Patented all-in-one design** — palette, paper and an easel hardcover in one product. After painting, the palette tears away along the fold, leaving a postcard writable on the back.

*Ideal for museum shops, travel retail, gifting and workshops.*



## FOR BUYERS

# Why stores pick it up

## ● A story to tell

Korean folk art and landmarks customers remember.

## ● Flat and light

Ships letter-size; low freight, easy shelf restock.

## ● Sells on sight

One finished sample beside the shelf is the whole demo.

## ● Gift-ready pricing

An easy-to-gift price — and a hands-on experience to remember forever.



COLLECTION 01

# Korean Folk Art — Minhwa

Ten auspicious folk paintings of Joseon — every design carries a traditional wish.



**Hojakdo** • Tiger & Magpie



**Hojeopdo** • Butterflies



**Songhakdo** • Pine & Cranes



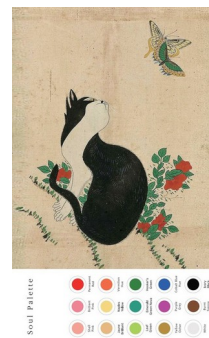
**Cheongnyongdo** • Blue Dragon



**Chaekgado** • Scholars' Books



**Togudo** • Moon Rabbits



**Myojeopdo** • Cat & Butterfly



**Ssangnokdo** • Twin Deer



**Hahwayuapdo** • Lotus & Ducks



**Haetaedo** • Haetae Guardian



COLLECTION 02

# Korean Heritage

Ten designs in landscape format — royal palaces, pavilions and heritage sites across Korea.



Gwanghwamun



Hwaseong Haenggung



Hanok Village



Honinji, Jeju



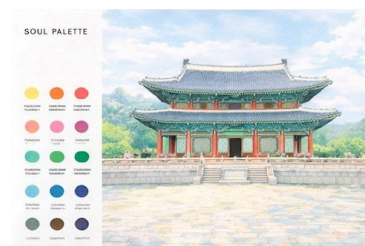
Donggung & Wolji



Gyeonghoeru



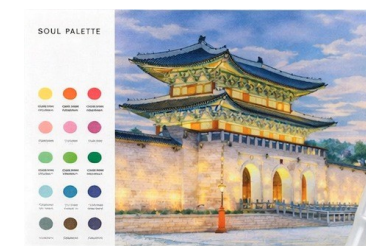
Gyeongbokgung



Geunjeongjeon Hall



Hyangwonjeong



Gwanghwamun at Night

*Suited to tourism retail and cultural institutions.*

## COLLECTION 03

## Paris Collection

Paris, the Soul Palette way — four scenes of the city in soft Korean watercolor, painted where this journey began.

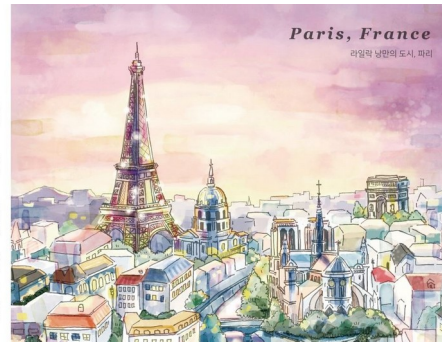
**Your city could be next.**

Regional series like this one are made to order — see Custom / OEM, p.11.

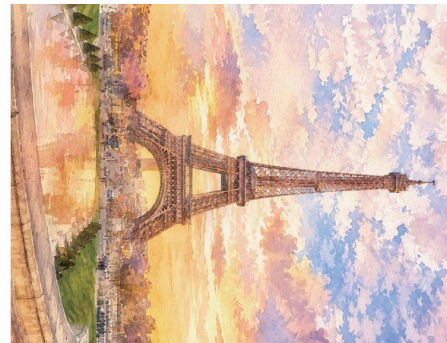
Paris  
Louvre Museum



SOUL PALETTE



Paris  
Eiffel Tower



Paris  
Montmartre





## FORMATS

# Product line-up

Pack shots for reference — final packaging may vary.



### 1 Art Kit

1 kit (incl. outline, paints & guide)  
Water brush  
Brochure

Recommended Retail Price (RRP) **€19**



### 3 Art Kit Set

3 kits (each incl. outline, paints & guide)  
Water brush  
Brochure  
Box package

Recommended Retail Price (RRP) **€29**



### 5 Art Kit Set

5 kits (each incl. outline, paints & guide)  
Water brush  
Brochure  
Hardcover clipboard  
Box package

Recommended Retail Price (RRP) **€39**



### 10 Art Collection

10 kits (each incl. outline, paints & guide)  
Water brush  
Brochure  
Hardcover clipboard  
Box package

Recommended Retail Price (RRP) **€59**

TERMS

# Wholesale pricing

Keystone pricing — wholesale at 50% of RRP across the range

| PRODUCT           | WHOLESALE | RECOMMENDED RETAIL PRICE (RRP) | RETAIL MARGIN* |
|-------------------|-----------|--------------------------------|----------------|
| 1 Art Kit         | €9.50     | €19.00                         | 50%            |
| 3 Art Kit Set     | €14.50    | €29.00                         | 50%            |
| 5 Art Kit Set     | €19.50    | €39.00                         | 50%            |
| 10 Art Collection | €29.50    | €59.00                         | 50%            |

**MOQ** 300 sets · 500+ / 1,000+ quantity discount available

**Custom projects** — kit counts and composition are tailored, so pricing and margin are agreed per project

Incoterms · shipping cost · lead time · payment terms — agreed individually per order

\*Margin shown is indicative · prices subject to change without notice.



CUSTOM / OEM

# Exclusive editions for partners

- **Museums**

Collection highlights as participatory merchandise.

- **Cities & tourism**

Destination souvenirs from local landmarks.

- **Corporate**

Branded gifts for events and campaigns.

- **Education**

Hands-on heritage and learning programs.

From your custom designs to a finished, logo-boxed set.



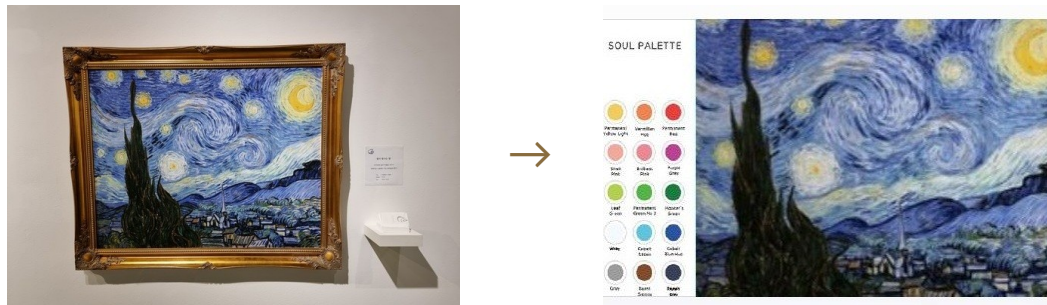
*Your story,  
as a watercolor kit.*



## TECHNOLOGY

# Any image becomes a kit

Our image-to-kit technology turns any photo, painting or artwork into a Soul Palette.



Painting → kit



Heritage artwork → kit

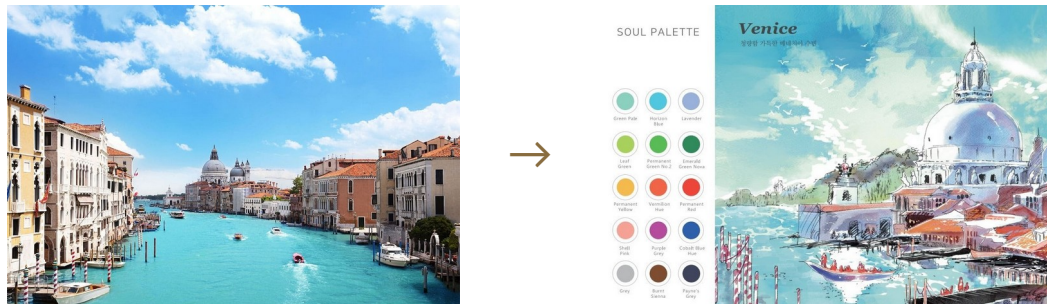


Photo → kit



Landmark → kit

*Museums: your masterpieces. Cities: your landmarks. Brands: your visuals.*

## TECHNOLOGY

# Mini art studio in your bag

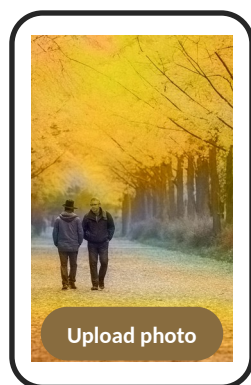




## TECHNOLOGY

# From photo to kit in under 5 minutes

Image AI customization — personal photos or partner visuals, converted into paint-ready outlines.

**UPLOAD PHOTO**

any photo or artwork

**AI PROCESSING**

style and line detection

**LINE EXTRACTION & PRINT**

a print-ready outline

**YOUR OWN PAINTING KIT**

paints attached, ready to paint

**Takes less than 5 minutes**

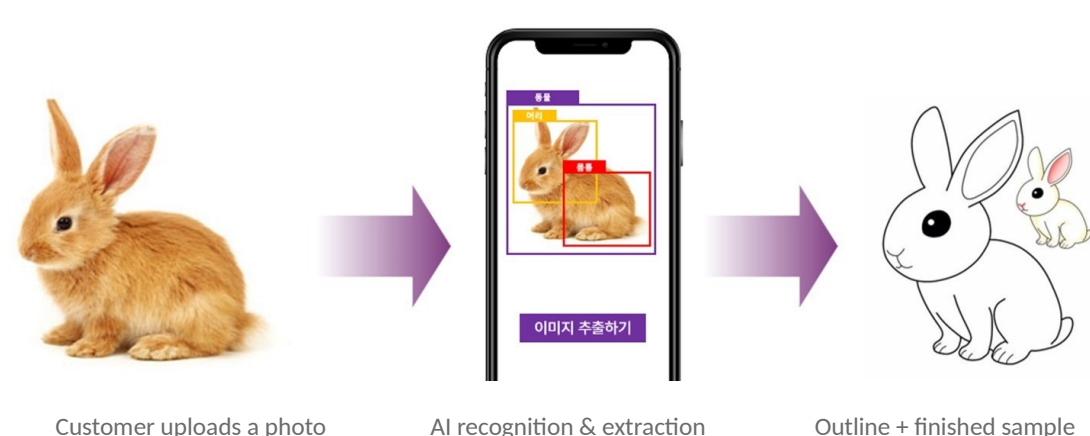
*Personal photos, partner visuals, museum collections — one pipeline.*

## TECHNOLOGY

# Custom kits, on demand

An ordering service that turns a customer's own photo into a painting kit — upload, convert, produce, deliver.

## App flow



## The entire service flow



### ● Style conversion

Uploaded photos converted into the style you choose, then produced as kits.

### ● Instant printing device

A printing device that outputs the moment data is sent.

### ● Scalable production

Leaner process and lower cost, enabling volume production and supply.

*For retailers and brands:  
offer personalized kits in-store or online*

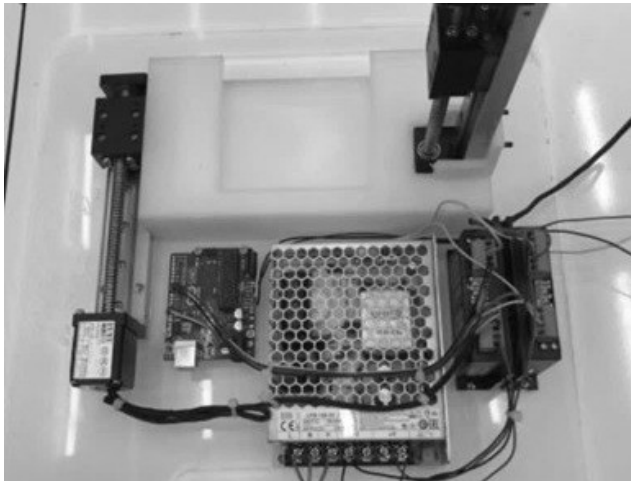
## PRODUCTION

# Built to scale

Automation technology for stable, scalable supply.

1

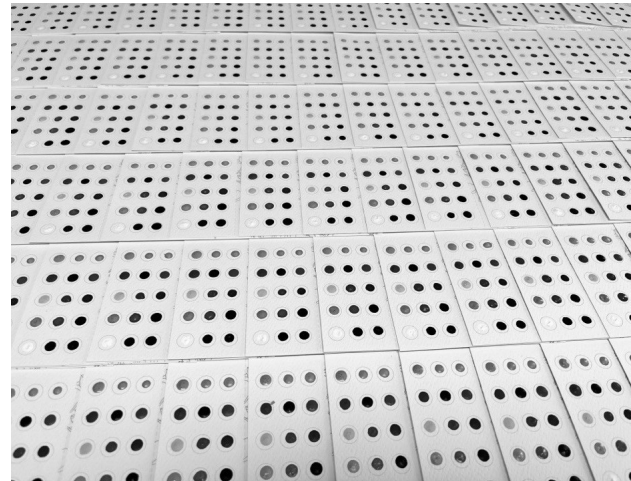
## AUTOMATED MACHINE



Every paint dot placed by machine — consistent on kit 1 and kit 5,000.

2

## KIT PRODUCTION • 12× FASTER



Precision dotting at a pace manual work cannot match.

3

## FAST DELIVERY

5,000

kits in 8 hours

from production line to dispatch

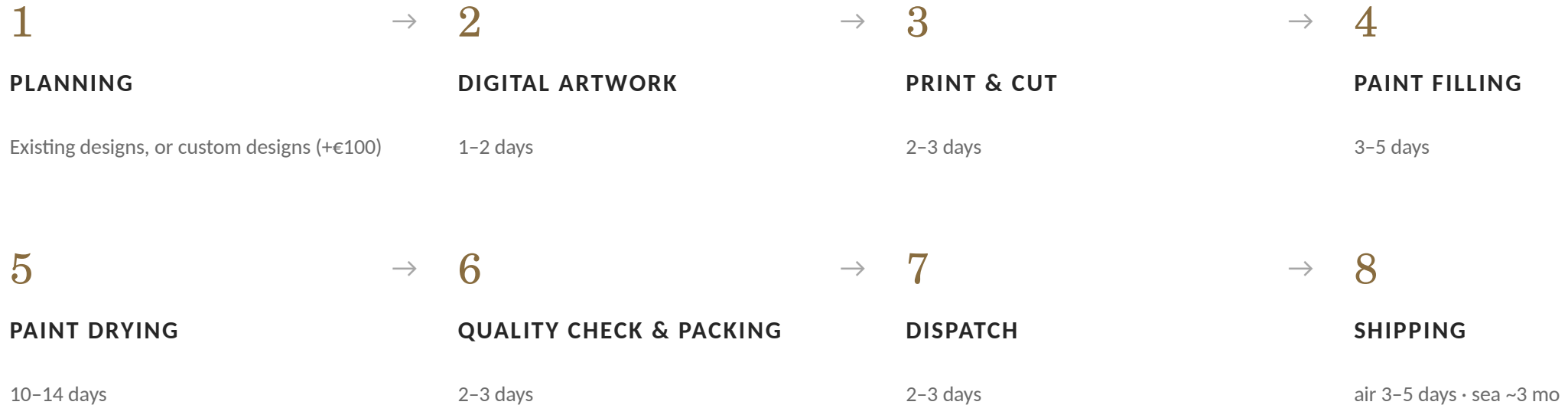
Dispatch-ready within days of quality check.

*MOQ 300 or a 1,000-set reorder — same speed, same consistency.*



## ORDER &amp; PRODUCTION PROCESS

# From order to delivery



**About 2 weeks on average, from planning to dispatch** — detailed schedules agreed per project.

*Set composition is flexible — kit counts, components and packaging tailored, with pricing agreed per project.*

## TRACK RECORD

100+

B2B collaborations

100,000+

art kits sold in Korea

1,000+

designs developed

**Recognition** Patented kit design · Registered design rights · Minister of Culture, Sports & Tourism Award (2020) · KCDF 'Excellent Cultural Product of Korea'

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## Selected partners &amp; projects

**Gyeonggi Museum of Modern Art**

Lee Jung-seob exhibition goods

**Korea Heritage Agency**

Singapore expo merchandise

**Chusa Kim Jeong-hui Museum**

Signature tourism product

**UNESCO Int'l Youth Volunteers**

Drawing workshops

**Nam June Paik Art Center**

Exhibition merchandise

**The Hyundai Seoul**

VIP promotion gifts

**Korea Forest Welfare Institute**

Forest play kits

**Seondeoksa Temple**

Senior wellness kits

**Seoul Tourism Organization**

Korea tourism programs

**Chungbuk Cultural Foundation**

Regional tourism goods

**Gwanggyo Alleyway**

Outdoor drawing events

**Sudeoksa Temple**

Senior program kits

## INTELLECTUAL PROPERTY

# Original, and protected.

An original your customers will not find in knockoff form — the design is registered, the construction patent-filed.

## Selected partners



*Soul Palette has worked with public institutions and brands across Korea — including the partners above.*

## Intellectual property



Certificate of Design Registration · Certificate of Patent Application — KIPO

*A patented original, honored with the Minister of Culture, Sports & Tourism Award.*

A product your customers can find nowhere else — bring it to them first.



## FAQ

# The answers buyers ask first

**Paint shelf life**

2 years unopened • about 3 months after opening

**Storage**

Keep kits flat, away from direct sunlight, in a cool and dry place

**Materials**

Watercolor paper, watercolor paints and a water brush

**Production lead time**

About 2 weeks on average, from design to finished goods

**Shipping**

Air 3–5 days • sea approx. 3 months



*Actual kit cards — original artwork with attached paints*



# Let's paint something together.

**Email** [soulpainting.co@gmail.com](mailto:soulpainting.co@gmail.com)

**Web** [b2b.soulpainting.kr](http://b2b.soulpainting.kr)

**Instagram** [@my\\_soulpalette](https://www.instagram.com/my_soulpalette)

**Maison&Objet** Hall 7 • Booth E87 • Gift & Play

SOUL PALETTE • SEOUL, KOREA



**WHOLESALE INQUIRY**

[b2b.soulpainting.kr](http://b2b.soulpainting.kr)  
wholesale & custom inquiries