



Mobile photo-sharing community for stylists

SOCIAL LEARNING

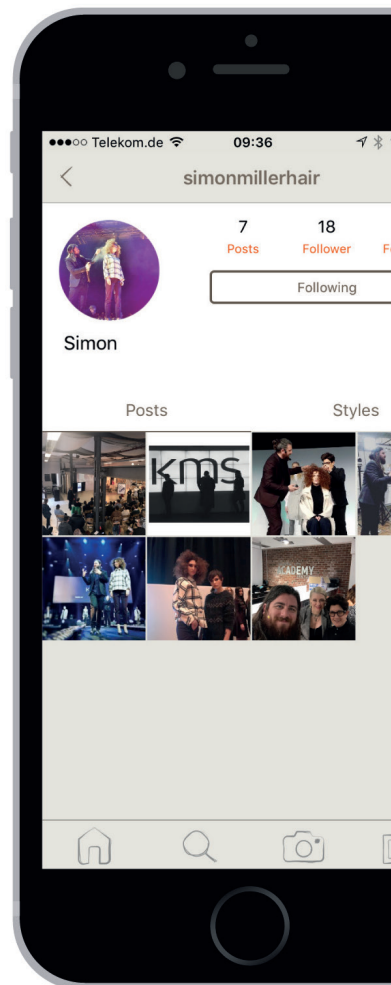
While planning a global brand relaunch, KMS was looking for a creative and experienced partner helping them enter the digital world. In collaboration with Canudo, the native KMS Style Community App has been developed for iOS and Android. This app is innovative in the hair style industry.

#CREATIVITYANDEXCHANGE

Come and join the worldwide community, and stay close to global hotspots and like-minded creatives with a swipe of your finger! The KMS Style Community App is a global platform for all KMS stylists to create, share, and promote their creative content, and to discover news and information about KMS products and creative sessions.

#MEETINGTHEKMSSTYLISTS

Stylists are extremely creative, communicative, competitive, and keep up-to-date with latest trends. This should be reflected in the technology they use. That is why Canudo engages the target group in a social media platform customized for their needs. Being able to exchange creative content in an app, the stylist gets inspiration for his own work. At the same time, the stylist wants to become a recognized member of the community – he wants to get into the Hall of Fame. Keeping it interesting, even top stylists, e.g. members of the KMS Style Community, are taking part in that competitive exchange.



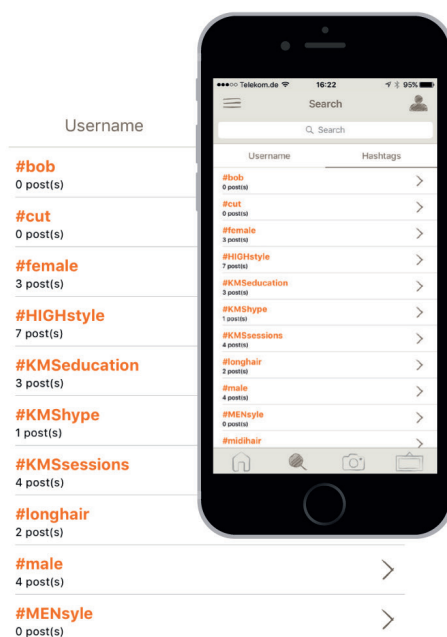
concept and realisation:

#(IM)PROVEYOURTALENT

The stylist might think: "Can I keep up with the top stylists in the world? Sure, do! I'll show them." This creates an ideal learning scenario. Now, the stylist is eager to show off his work, which he then uploads to the KMS Style Community App, among his peers. This means that each KMS Style Community member can now learn from the best – wherever the member is located. Moreover, each member has the opportunity to influence the community with his creative work and to be honored in the Hall of Fame. The icing on the cake is a tool that allows the user to look for upcoming creative sessions that help him to build his practical and creative skills as a stylist.

#HOWDOESITWORK

Not only has Canudo taken care of the conceptual work, but also of the graphical implementation and development of the app. Canudo developed both app versions (iOS and Android) in-house from scratch in order to customize it perfectly to the new KMS brand and the target group.



Download the app in the Apple Store or Google Play



Register and log in



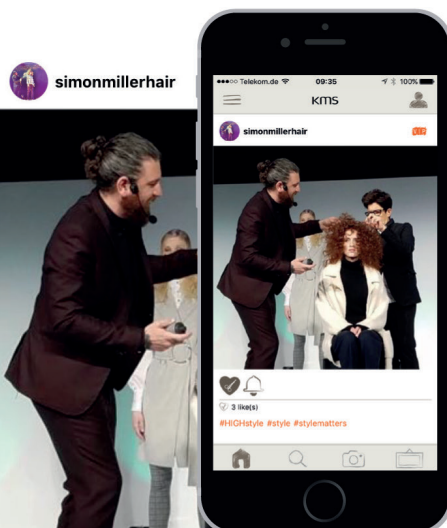
Create and share photo and video content



Add predefined hashtags and comments to your post



Group your photos and videos into styles – this allows you to post step-by-step albums and short how-to videos



Gather as many likes as possible to enter the Hall of Fame



Inform yourself about the entire line of KMS products



Discover KMS creative sessions that help you to build your practical and creative skills



Earn your place in the Hall of Fame



3 like(s)

#HIGHstyle #style #stylematters

concept and realisation:

 **canudo**
e-learning agency

www.canudo.eu