



K M S e d u c a t i o n 2 0 2 2

GLOBAL STYLE COMMUNITY & CREATIVE SESSIONS

[#mystylematters](#)

kms



THE STYLE COMMUNITY...



... IS THE HEART OF OUR BRAND

We're creatives, unified by the powerful language of style. Whether musician or cutting expert, fashionista or top stylist, art lover or colorist. Style comes in many different shapes and sizes – just as each of us. That's why we are open-minded and always hungry to inspire and be inspired. So lets inspire each other, meet in person to collaborate, learn & grow, and stay connected on - and offline.

STYLE KEEPS US CLOSE NO MATTER WHERE WE ARE.

We find inspiration in the world around us and share this inspiration with each other. We love simple, intuitive products. We come together to create a worldwide network of style—to collaborate, learn and grow. And we stay connected online always.

COMMUNITY AND EDUCATION...

... ARE ONE AND THE SAME

KMS Community members are always learning from one another- sharing ideas no matter where they are around the world. Being part of the KMS Community opens the door to making connections with other global stylists and provides a platform to inspire and be inspired...

OUR STYLE COMMUNITY IS A GLOBAL NETWORK OF STYLISTS

AS A PART OF OUR KMS STYLE COMMUNITY, YOU HAVE THE OPPORTUNITY TO GROW IN A WAY THAT FITS YOUR GOALS AND FUELS YOUR PASSION.

Our **BRAND ADVOCATES** love KMS and promote the brand in and out of their salons. They are creatives who want to be part of a community, get constant inspirations from their peers but just don't have the time so prefer to do it from the side lines.

Our **STYLE AMBASSADORS** are those that want to be more active in the community. They are our in-salon KMS retails experts, team coaches and new product testers. They come together a few times a year to help us test product and concepts and are the first to see our new products before they hit the streets. These are our stars of the future so we coach them into building their own personal brands through presentation, science and coaching skills workshops.

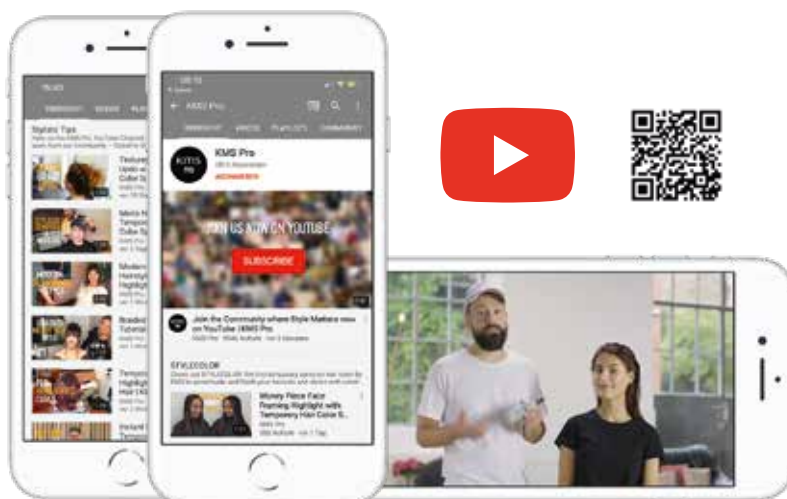
Our **ARTIST NETWORK** are our own coaches on KMS products and education, taking our education on the road, main stage and community gatherings in their countries. Experts in our 'coach don't teach' philosophy that support self-development.

Our **GLOBAL STYLE COUNCIL** curate inspiration and deliver our key education message to countries around the world. They are our **ARTIST NETWORK** mentors and lead our global gatherings.

KMS PRO ON YOUTUBE

CHECK OUT THE NEW KMS PRO YOUTUBE CHANNEL. GET READY TO BE INSPIRED AND LEARN FROM OUR COMMUNITY – STYLIST TO STYLIST.

We come together to create, collaborate, learn and grow. Be a part of it and subscribe now so you don't miss a thing.



BECOME A PART OF IT



Our KMS STYLE AMBASSADORS are our in-salon KMS retails experts, team coaches and new product testers. They come together a few times a year to help us test product and concepts and are the first to see our new products before they hit the streets.

They are our stars of the future so we coach them into building their own personal brands through presentation, science and coaching skills workshops.

They are talented, dedicated, creative & inspirational stylists, looking to make the next step in their career.

As a KMS STYLE AMBASSADOR it's your chance to grow as a stylist and help take your salon team to the next level by joining our KMS STYLE COMMUNITY. We're hand-picking stylists who think creatively, have a passion for educating other stylists, and most importantly, love KMS!

AS A KMS STYLE AMBASSADOR, YOU WILL:

- Be the first to get exclusive trend info
- Get mentored on KMS products & sharpen your presentation skills
- Test & help us develop our newest innovative products

SOUND LIKE THE PERFECT ROLE? TALK TO YOUR SALES REPRESENTATIVE FOR MORE DETAILS OF OUR NEXT AUDITIONS.

KMS SUSTAINABILITY COMMITMENT

We proudly look back at 45 years of researching and manufacturing some of the finest hair care products in the world. Our founders' vision was to fuse innovative technologies with the best that nature has to offer – creating high-performing products for every hair type.

KMS has always focused on environmentally friendly products and transparency on how products work. This philosophy remains at the heart of our brand and will further guide our future commitment.

We strive to have an ever positive impact on our community and the environment they live in – all while designing superior haircare and styling products that support people in expressing their individuality every day.



We source responsibly by only using high-quality materials. These should not just prove highly effective in our formulas, but should also address the growing demand of sustainability aspects regarding how they have been processed for production, as well as their (bio-)degradability after use.



We follow a minimalistic and sustainable packaging material approach. We continuously work on reducing the overall amount of packaging material, on using more recycled components, and on the recyclability of our bottles. Guaranteeing the safety of our products, always.



We are mindful of the valuable water resources our planet has to offer. That is why we don't just reduce water content in our formulas, but also think about new product regimens and ways to use our products. This enables our consumers to save water as well. Further, we carefully choose ingredients in our rinse-out products with the aim to decrease water pollution.



We want to set an example for product and ingredient transparency. For KMS, "what's inside the bottle" has always been key. That is why we ensure full ingredient declaration of the formula and explain what each ingredient actually does on the hair. Only that way, we can be fully transparent with our community.

did you know that...?

KMS USES 100% RECYCLABLE BOTTLES

for all its shampoos and conditioners

KMS SAVES AROUND 1.4 TONS OF ALUMINIUM

each year by switching to more lightweight aluminium cans



JOIN THE CONVERSATION

We know that Education matters. We know it matters to you as much as it does to us. That's why our sessions are designed to be exchanges and conversations. Join in, share your knowledge and point of view. We want to learn as much from you as you do from us. Intuitive. Creative. Relevant. Whether we're talking haircutting, styling or cool new ways to use products – our goal is to introduce you to a community of like-minded thinkers and then see what we can discover together.



ACADEMY EDUCATION

LOOKING FOR UNCONVENTIONAL AND INNOVATIVE EDUCATION IN A RELAXED CREATIVE ENVIRONMENT? MOVE FROM FOUNDATIONAL TO ADVANCED CUTTING WITH THE SEMINARS BELOW.

IQ CUTTING METHOD

Learn the "why" before the "how": technique based cutting for all levels of stylists. The most requested salon hairstyles are broken down into four easy to understand steps that, once mastered, allow a fast track into advanced haircutting. Builds confidence and teaches you to work smarter, not harder.

DURATION: 3 DAYS

COST: £360.00

START: 10.00AM | FINISH 5:00PM

DATES:

MON 21 MAR - WED 23 MAR

MON 9 MAY - WED 11 MAY

MON 8 AUG - WED 10 AUG

MON 24 OCT - WED 26 OCT



IQ DISCONNECTION

Take the principles from the IQ Cutting Method to the next level in this advanced cutting class. Understand the rules of connection versus disconnect, using the IQ method as our blueprint, and giving you the freedom to 'break the rules' of haircutting.

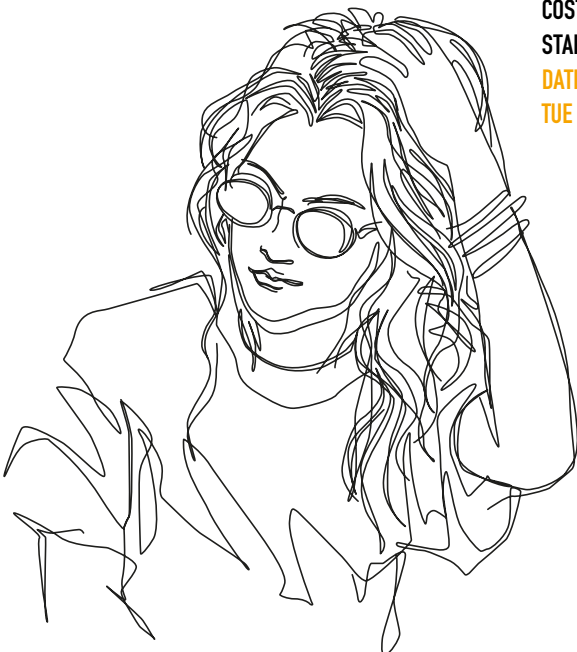
DURATION: 1 DAY

COST: £175.00

START: 10.00AM | FINISH 5:00PM

DATES:

TUE 26 APR | MON 4 JUL | MON 14 NOV



ON THE ROAD EDUCATION

LOOKING FOR INSPIRING CREATIVE SESSIONS DELIVERED TO YOUR DOOR – WORKSHOP BASED TO FACILITATE SELF-LEARNING AND DISCOVERY. HELD IN YOUR OWN SPACE.

QUICK START

Welcome to KMS. This session is a snapshot of KMS – from the brand philosophy to the science behind our products. It's perfect for a 'startup' KMS salon.

DURATION: 90 - 120 MINUTES

STYLE EQUATION RETAILING

Take your client service skills to the next level with the KMS Style Equation. Learn how to build product into your consultations and how to build a personal Style Equation using our START.STYLE.FINISH philosophy for every client.

DURATION: 90 MINUTES



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ACADEMY GUEST ARTISTS



JAMIE BENNY

Jamie is currently the Artistic Director at HARE & BONE, working alongside founder Sam Burnett to develop the brand and team.

With 14 years of industry experience, Jamie has received a number of great accolades including Creative Head's IT GUY2019, Hair Magazine's One to Watch 2019, BHA Art Team 2018 and BHA Newcomer 2014. He has been lucky enough to share the vision of some of the best artists in the industry and his talent has earned him the position of Head Artist at Tom Ford for the current campaign.



LUKE HAWKINS

Luke has built his own brand and has been successfully running his own salon in Oxfordshire for the last several years. He splits his time between his salon work, delivering education for KMS UK and his additional work in

London where you will find him working alongside Richard Ashforth and the team at SACO. Luke is a young and talented cutting specialist who is dedicated to inspiring the next generation of hairstylists with his in depth knowledge and passion for cutting hair.



SIMON WEBSTER

With over 30 years' experience in the hairdressing industry, Simon developed his skills working on fashion and editorial work before opening his own salon – Simon Webster Hair in Brighton.

Simon splits his time between working in-salon, session-styling and mentoring developing talent. He brings his experiences from session into the salon to inspire, inform and innovate and his salon work embraces all areas of styling, cutting and coloring. Simon is an alumni of Brighton MET, he was presented an honorary award in recognition for his work with the students.

Simon has been a freelance session-stylist for over 15 years and worked with some of the most influential and iconic designers, photographers and session-stylists in the industry across London, Milan and Paris Fashion Weeks. He also styles for leading magazine publications, editorials, musicians and fashion retailers.

CAMPAIGN CUTTING

Introducing the 'MY STYLE MATTERS' campaign. Meet the models, hear their style stories and learn how we created the looks on NEJILKA, SEBASTION and AUGUSTINA from cutting to finishing.

DURATION: 1 DAY

COST: £185.00

START: 10.00AM | FINISH 5:00PM

DATES:

MON 1 AUG | MON 31 OCT

DUBLIN: MON 4 JUL

CORK: MON 25 JUL

PERFECTING YOUR MALE GROOMING

Find your place in the growing market of men's grooming. This seminar will focus on how to understand the shape within a haircut and how to identify the best techniques and tools required to succeed. Develop your scissor skills, overcome any challenges and take a new skillset back to the salon to grow your column to include the modern man in 2022.

DURATION: 1 DAY

COST: £185.00

START: 10.00AM | FINISH 5:00PM

DATES:

MON 14 MAR | MON 22 AUG | MON 17 OCT



PHIL GILBERT

A member of SWH Team in-salon, Phil Gilbert is also a member of Sam McKnight's FW First Team, working on the Ready To Wear and Haute Couture shows of Chanel, Fendi and Balmain for the last seven

years. He reveals how he combines salon with session and how he progressed to working on some of the biggest shows in the Fashion Week calendar, as well as the looks created for them.

FASHION WEEK BACKSTAGE SECRETS

Simon and Phil present an invaluable insight into the skills and understanding needed for a successful fashion week team stylist.

DURATION: 1 DAY

COST: £220.00

START: 10.00AM | FINISH 5:00PM

DATES:

TUE 29 MAR | MON 24 OCT



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BOOKINGS AND MUST-KNOW INFORMATION

BOOKINGS

FOUR EASY STEPS TO BOOKING YOUR EDUCATION AND INSPIRATION FOR 2022

1. Select the Goldwell and KMS courses you wish to attend. It's a good idea to double check that none of your choices overlap.
2. Call our booking hotline on 020 3540 1200 (we're here Monday to Friday, 9am–5.30pm) and give us details of which courses you wish to attend and the dates you've chosen.
3. We'll reserve you a place on your chosen courses and send you an invoice. Please follow payment details.
4. Upon receipt of your payment, your reserved place is secured and we will send your course details by post.

CANCELLATION POLICY

If you are unable to attend a course, cancellations must be made by calling the Academy on 0203 540 1200 within a minimum of 15 working days prior to the course commencement date. Due to advanced model and guest artists booking fees we're sorry, but we can't offer you a refund after this date.

The Academy reserves the right to change course dates, content and prices without written notification.

Get inspired to strive for new heights of creative excellence.
Be part of our community!

kmshair.com

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KMS is part of Kao Salon Division.

