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King of Shaves grooming line targets men in salons

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King of Shaves is launching a range of male grooming products aimed at professional salons. It will be available from October.

KOS.PRO will be a 13-strong product range, including hair care, shaving, skin care and styling products. The range has been created by King of Shaves founder Will King in conjunction with industry experts. King aims to have the line in 250 salons by the end of this year.

In addition to the KOS.PRO range, some salons will provide what the company describes as the King of Shaves immersive brand experience, called KOS.EXP. Content will be available on preloaded iPods in salons.




King developed the KOS.EXP concept with digital agency Rivers Run Red. The content, which will be updated weekly, will include grooming tips, music, podcasts and interviews with King of Shaves brand ambassador John Terry. The customer can watch while he is having his hair styled - a period identified as 'dead time' by King.

King will unveil KOS.EXP at Salon International 2007 in mid-October. He says: "It's a genuinely different approach to get men into grooming."

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