

Kiss mobi app, a winner at the Vodacom Durban July

The 2013 Vodacom Durban July has come and gone, flying past with all the fanfare and glory of this year's winner, Heavy Metal, ridden by S'Manga Khumalo. High fashion and racing fever reached their yearly climactic pitch on Saturday, 6 July, and Kiss, the high attitude party shoote was there to inspire the poshest poses at the Greyville track.

Issued by [So Interactive](#) 22 Jul 2013



As the gorgeous elite thronged through the grand stands, marques and venues along Greyville's stretch of glory, Kiss was doing more than supplying racy shooters. This year Kiss took up the sponsorship and task scouting for and awarding the Most Striking Couple at the July races. After much debate amongst the Kiss judges it was Ben and Cornell du Preez, dressed by Monique Botha of Monique Talitha Couture, who cracked the nod, receiving the "Kiss Seal of Approval" for Most Striking Couple on the day.

As an added element to the poshest of occasions on the South African horse racing calendar, Kiss approached digital creative agency, So Interactive, to develop a mobi app that would capture the poshest poses of people celebrating the races, enjoying a shot of Kiss or strutting high fashion throughout the month of July.

The Kiss app has been created to capture trendy hoi polloi anywhere around South Africa and was designed in accordance with this year's Durban July theme of "Posh? Oh My Gosh!" giving it a glamorous paparazzi-style look and feel. Users are able to snap a posh pic of themselves on their smart devices and immediately upload the glitzy shot to the application gallery.

"Our development team worked closely with the Kiss creative team to produce an application that was sophisticated in its presentation whilst being easy to use across the full gamut of smart phones and devices," reports Darren Mansour, Digital Director of So Interactive.

There is some hot competition on the Kiss "Posh? Oh My Gosh!" Gallery and there is a R2500 shopping spree up for grabs for the hottest pose. So if you think you've got what it takes to be the poshest of them all then strike a pose in your glad-rags and see if you can take that prize. So Interactive and Kiss have made sure the entry process is attractive and easy to complete, the rest is up to you and the Kiss judges of high fashion.

Go on, get Posh and follow this link to enter <http://kisspartyshooter.mobi/posh/>

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