



Press release

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Dr. Martens launch new Modern Outdoor collection

Footwear brand Dr. Martens new Modern Outdoor range has been specifically designed to offer workers immediate work boot comfort and allow for a seamless transition when replacing boots.

The new collection comprises of two innovative designs including Ridge ST and Grapple ST. Ridge ST S3 is a 6-tie hiker boots with water-resistant, rich, oiled leather uppers. It features a steel toe cap, anti-penetration midsole and anti-static properties. The padded tongue and collar provide excellent cushioning and a SoftWair™ memory-foam footbed, with Agion® anti-bacterial properties further enhance the internal comfort. The flexible, lightweight and cushioning EVA midsole is cemented to a Nitrile rubber compound outsole delivering superb slip and heat resistance.

Grapple St is a SB 6-tie, lightweight lace-to-toe work hiker in soft industrial grade tumbled leather uppers, and features an internal steel toe cap, padded collar and bellows tongue.

Both boots include a unique X-shaped shank that has been engineered to deliver stability and control, without compromising under-foot flexibility. Superior lateral support is provided in the arch-region. Graduated flex matches the foot's natural movement.

Global Category Manager at Dr. Martens, Jon Marchant, commented: “We have identified in the workplace that an athletic style boot is now trending amongst workers who are seeking all day comfort so we decided to service that requirement in our latest industrial collection, whilst also offering varying standards of protection. Ultimately, we want to ensure our customers can completely focus on the job at hand, instead of worrying about their feet.”

The new Modern Outdoor Collection is available in the UK, in sizes 3-13.

For further information about Dr. Martens’ industrial Modern Outdoor collection, visit www.drmartens.com/uk/modern-outdoor

ABOUT DR. MARTENS

The first pair of Dr. Martens 1460 boots rolled off the production line on the 1st April, 1960 and immediately found a home on the feet of working Britain. The Northamptonshire family company behind the boot had already been making high quality industrial footwear for many decades. Soldiers, factory workers and even farmers has all relied on the Griggs family quality work-wear, which was known for utilising all the long-standing skills of the English footwear trade.

Post war footwear for the working population was sturdy, but highly uncomfortable, often using leather and even wooden soles. Then in 1940, two Germans – Dr. Maertens and Dr. Funck, re-invented the work-wear boot and shoe altogether, together creating a then revolutionary, air-cushioned sole. Back in Northampton-shire, Bill Griggs acquired the exclusive license to produce the German sole, and paired this invention with his own family’s expertise in shoe making. Not only was the resulting new 1460 boot extremely comfortable, it was resistant to petrol, fat, acid, alkali and oil.

This unique air-cushioned sole, combined with the durable new upper of the boot, proved fit for purpose across a huge number of occupations within working class Britain. The boot was soon complimented by the air-cushioned 1461 shoe, and both proved to be the ideal choice for a population grafting long, hard hours in factories and industry.

To the German doctors and Bill Griggs, it was no longer acceptable that a work boot or shoe should be uncomfortable. The well-known durability and long life of the footwear further increased the appeal to the working man and woman, who were keen to wear strong yet comfortable; and affordable, footwear.

Dr. Martens continue to uphold these values and traditions in every shoe that is built. The brand draws from generations of footwear development expertise to design and engineer innovative, market leading, reliable technical products that push the boundaries of lightweight, flexible comfort without sacrificing durability or work site protection.