



**Press release**

**1<sup>st</sup> April 2017**

## **ORIGINAL ICON TRANSFORMED**

Dr. Martens has championed safety and worker welfare since 1960, when the first pair of 1460 boots rolled off the production line at its original Cobbs Lane factory, Northamptonshire, England.

Drawing on over half a century of shoe-making expertise, and in celebration of their 57<sup>th</sup> birthday, Dr. Martens unveils a modern update to the original Icon 7B10 work boot – launching the brand new HYTEN S1P. Designed for men and women that want to look good and work hard.

HYTEN S1P – the rugged S1P is a new, cutting-edge style, based on the original Dr. Martens iconic boot. Providing all day comfort and protection; the boots are constructed with soft milled leather uppers and engineered with an internal steel toe cap (conforming to *and* exceeding European Standard), anti-static properties, and an anti-penetration midsole. Prepared with excellent grip, slip and puncture resistance: Dr. Martens ensures total underfoot protection. Available in black (Overlord Black) - UK 3 – 13 whole sizes.

The HYTEN S1P is a further evolved style of the existing Black 7B10 safety boot. Both styles encapsulate the origin of Dr. Martens when it launched in 1960. With its trademark yellow stitch and grooved sole and heel-loop, the lightweight, durable and comfortable styles are ideal for workers.

The new HYTEN upholds Dr. Martens' traditional values and heritage; maintaining worker safety and comfort, whilst comprising modern technology, flexibility and style.

For further information about the HYTEN S1P and the entire Dr. Martens industrial range, visit [drmartens.com/uk/industrial](https://www.drmartens.com/uk/industrial)



ICON 7B10



HYTEN S1P

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#### **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.