



DR. MARTENS X COLETTE

colette:

Spring 2016 sees Dr. Martens collaborate with cult Parisian store colette. Creating a limited edition shoe, marrying classic design and modernity resulting in a fresh re-invented unisex offering.

The iconic 3-hole 1461, presented in a soft matt black leather with all-over tonal polka dot print in contrasting high gloss finish that sits on the black Dr. Marten Airwair bouncing cushioned sole. Featuring colette pantone blue dipped lace tips, Z welt stitch and heel tab double dot branding. Creating a slick black monochromatic silhouette with bursts of colour.

Available exclusively from colette on the 26th of February and selected Global retailers from the 27th of March.



#STANDFORSOMETHING

DRMARTENS.COM



_ABOUT DR. MARTENS

The Dr. Martens air-cushioned sole, designed by German inventor, Dr. Klaus Maertens, was engineered to provide support and comfort to an old injury. The first pair of Dr. Martens boot, which was then manufactured by R Griggs and Co, British boot makers, featuring its trademark yellow stitch, grooved sole and heel-loop. Originally created for workers, worn by postmen and policemen; comfortable, durable and lighter in weight than its competitors of the time.

Cobbs Lane Factory, Wollaston, England established in 1901 is where it all began. When the first pair of Dr. Martens boots rolled off the production line on the 1st of April, 1960, giving it its name, the 1460 boot. The manufacturing process has been fine-tuned and perfected ever since. To date a select range of “Made In England” products are still manufactured in the original Cobbs Lane factory.

Throughout its history Dr. Martens has been adopted by characters of a rebellious nature, subcultures, musicians and Artists. All standing out from the crowd in a unique way, their journey of self-expression accompanied by a pair of Dr. Martens. Celebrating these free-thinking individuals – from first time wearers to those who have always been with the brand. These are the authentic characters that stand for something.

Their simple silhouette allows people to customise each pair: whilst on a utilitarian level their famous durability and comfort make them ideal footwear for the world of gigs and street fashion; and then on an emotional level they are a flag of attitude and empowerment.

_ABOUT COLETTE

colette, born in March 1997 on 213 rue Saint-Honoré, Paris in the 1st arrondissement. Is a bright and airy seven hundred square-meter retail space, every day colette re-invent the notion of shopping. Marring modernity and innovation materialised through a mix of genres be it fashion or high-tech, art or streetwear, beauty or the water-bar resulting in a perfectly composed offering.

New brands and products are regularly welcomed chez colette, acquired on travels, chance meetings and love at first sight. Exclusives, limited editions, timeless pieces, young designers, forgotten beloved brands, subtlety and quality are colette’s spirit. In visiting colette you will find a place that surprises you, resembles you and unites you.