

Dr Martens coming to Edinburgh



One of the most influential British footwear and clothing brands of all time is coming to Edinburgh this summer.

Dr. Martens – famed over the globe for its authentic, individual designs – will set up shop in the capital for the first time with a new Princes Street store.

The style stakes will be officially raised on August 14 as the brand takes the wraps off its new collection of boots, brogues, brothel creepers and high heels. Die-hard Dr. Martens lovers and fashion forward style gurus alike will be able to get their hands on the new A/W footwear, clothing and accessories designs as well as a wide selection of Dr. Martens branded clothing.

The striking store has been designed to incorporate exposed wooden floors and brick walls to showcase the influence of its British manufacturing heritage.

Amy Nelson, UK Retail Marketing Manager, said:- “The DM culture is vast in Scotland, especially in Edinburgh, so we’re delighted to meet the demand with the opening of our new store. We’ve spotted the variety of trends and styles on Edinburgh’s busiest shopping street and we can’t wait to put our own stamp on it with some of our best sellers – including our signature 1460 boot.

“Dr. Martens encourages people to express their own individuality, celebrate style and stand up for what they believe in. We’ll be asking the people of Edinburgh to share with us what they stand for. We have such an eclectic mix of

shoppers from enthusiasts who have bought from every range over the years, to kids who just love the styles and bold designs. We can't wait to open our doors and welcome in each and every customer."

Edinburgh will become the brand's second Scottish store and follows a string of launches throughout the country this year including Norwich, Brighton, Milton Keynes and Newcastle, complementing the brand's prestigious global presence in 75 countries worldwide.

The new store will be at 76 Princes Street, Edinburgh

Facebook: www.facebook.com/drmartens

Twitter: @DRMARTENS