



FOR IMMEDIATE RELEASE

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**DR. MARTENS PUTS SOME CLOTHES ON  
Full Line of Apparel Debuts for Spring '98**

Portland, OR—Fashion fanatics across the USA will have good reason to get dressed this coming spring: They'll have swank new Dr. Martens clothes beckoning from their closets. Yes, in spring '98 the US division of Dr. Martens will debut its own full line of apparel appealing to the ever-morphing appetites of the young men and juniors markets.

Although some basics have been produced in the past, spring '98 marks the first season that the company will offer a complete line, in three ranges: Basics, consisting of denims with coordinating tops for men and women; Fashion, offering the latest trends appropriate for the brand; and Belief, UK-influenced styles with a US twist. Materials of choice include faux fur, perforated pleather, glow-in-the-dark vinyl, lace, beaded fringe and nailhead trims.

Most people are already familiar with Dr. Martens, the 35-year-old UK brand which is famous for its long-wearing, comfortable shoes. Affectionately known to many as "DMs" or "Docs," the shoes and boots have become the signature footwear of the music-appreciating "alternative" lifestyle.

The new line of Dr. Martens apparel will reflect the same attributes, with pieces that are high quality, long-wearing and comfortable, and which will appeal to the same music- and fashion-influenced culture.

The line has already been recognized for excellence with a Dallas Fashion Award nomination in the Juniors category, along with respected trendsetters Dollhouse and Pornstar.

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