



DR. MARTENS CANDIDATE PACK

#STANDFORSOMETHING

DRMARTENS.COM





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Step Back in Time

THE 1960s

After starting the decade as a £2 workman's boot, Dr. Martens are then picked up by early multi-cultural, ska-loving skinheads and shortly after by Pete Townshend of The Who.

Both these early flag-bearers choose Dr. Martens as a symbol of working-class pride; in doing so, they alter the course of the brand's history, changing this functional workwear boot into a subcultural essential - a vehicle for non-conformity, rebellion & self-expression.

THE 1970s

The decade of glam, punk, Two Tone, Oi! and early goth sees youth subculture split up into countless tribes. Dr. Martens are championed by large sections of the anti-establishment as a symbol of rebellion and self-expression. The boot establishes itself at the very heart of British youth culture.

THE 1980s

Yet more youth cultures explode on to the street, such as scooter boys, psychobilly and grebo – all wearing DM's.

Personal customisation becomes rife, most notably when girls start painting florals on their boots. The boots start to be exported and so a new international chapter in the brand's history begins, initially after being championed in the USA by several West Coast hardcore bands.



THE 1990s

Grunge turns the mainstream music world on its head and takes Dr. Martens along for the ride.

Back in Britain, Britpop rebels against grunge's apathy but does so in the same boots, 1460s. The emergence of nu-metal and very early emo sees yet more tribes adopt the boot. The brand becomes synonymous with festival culture while global footwear sales hit a record £250 million.

THE 2000s

Shortly after the brand's fortieth birthday, potentially terminal problems arise: sales decline and eventually all but one of the UK factories are closed to stave off bankruptcy.

In 2003, the revitalisation of the famous brand begins with designers from around the globe reinterpreting and customising the classic 1460 boot while in 2007, the original Cobbs Lane, Northampton factory begins manufacturing hand-made Classics again.

THE 2010s

In the social network era, Dr. Martens celebrates its fiftieth anniversary: five decades immersed in subculture that have witnessed the boot's adoption by a bewildering range of tribes, celebrities, musicians and free-thinkers - each subverting and twisting the boot and shoe to their own personal needs, attitudes and identity.

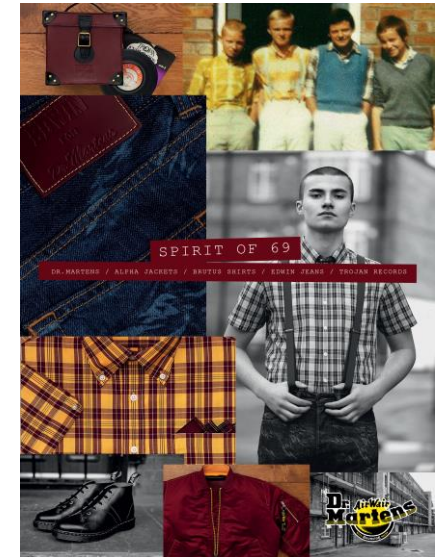
For more info on the history of the Dr. Martens please visit:

[History of Dr. Martens](#)



All our styles have the clear DNA and authenticity of the brand – we know what we stand for and what is expected of us. Ultimately, we just make the footwear and the clothes; the customer does the rest.

Our purpose is to make boots and shoes that people can take and use for their own self-expression. We are not slaves to fashion. We don't try to re-invent ourselves, but instead we have the confidence to know our strengths and stick to what we believe in.





Brand Positioning & Values

REBELLIOUS SELF-EXPRESSION

Personal identity is an essential part of Dr. Martens - the opportunity to make your pair reflect each person's emotional need to be different and stand for something.

.....painting florals, laces being tied differently, quarters left flapping open or tied rigidly to the calf, spray painted, distressing or cutting the leather, not polishing the uppers or polishing them to a military sheen, hot knifing the soles, fixing cloth, chains, badges, patches, beer bottle tops to the uppers....

... the list is endless.

It's all about rebellious self-expression of personal style and identity.

BRAND PILLARS:

- **BRITISH**

Being British is not about red buses, black taxis and the Tower of London. It's about having strong belief in creativity and innovation, it's about an irreverence, a self-deprecating modesty that belies hidden talents; and it's about having substance with style, a pioneering spirit drawing on a rich creative heritage.



- **MUSIC**

Without music, Dr. Martens would have remained a workwear boot and shoe brand. The music of the tribes who wear Dr. Martens is inseparable from the brand itself. Music is the lifeblood of DM's. Dr. Martens sponsor music festivals around the World. Bands are invited to play instore gigs on a regular basis and we partner with music charity Strummerville to give up and coming artists exposure via the STANDFORSOMETHING tour, which happens every year in the UK. Dr. Martens host five gigs in five cities and the premise is simple: the country's most rousing live acts play in tiny venues, giving DM fans and music lovers the chance to catch their favourite acts up close and personal, and are supported by Strummerville bands in opening slots, giving them the chance to play to new audiences.

- **SELF-EXPRESSION & NON-CONFORMITY**

A first pair of Dr. Martens usually coincides with a first instance of self-expression and rebellion. Since Dr. Martens appeal to individuals on such an emotional level, an affinity with the brand is created that lasts for years. Step forward anyone who wants to stand out from the crowd and wear the boots and shoes for life.

- **AUTHENTICITY**

Dr. Martens are quite literally made like no other shoe on earth, using a process that was first perfected 50 years ago. That these techniques have remained largely unchanged over the five decades since underlines the authenticity of the brand. It is an honest practice born of pure innovation. That's why we use the same machines to create every pair of Dr. Martens, wherever in the world that may be.



The Sole of Dr. Martens

You can expect...

- + A professional but never corporate environment
- + A global brand but with a family atmosphere
- + We are free thinkers
- + We are different

What do we do?

- + We have an Intranet site to share our stories globally
- + Every new starter receives a full induction into the business and the footwear industry
- + We are proud of the exciting product benefits we offer
- + Our distinct service awards mean each mile stone is recognised
- + The company 'Comms' group, made up of employees all across the business, is focused on constantly improving the business & the working environment



“If the shoe fits...”

Our people possess certain qualities that make Dr. Martens the global iconic brand that it is today. Some of these qualities include...

- + Entrepreneurial spirit
- + True passion for the brand
- + An eagerness to get ‘stuck in’
- + Being proud of our roots

Watch this video to see more about what we stand for:

[#StandForSomething](#)

WHAT DO YOU STAND FOR?



The Next Step

1. If your resume has passed our screening process we will call you for an informal phone interview.
2. We may want you to come in for an interview to hear more about what makes you an individual and to understand fully the skills you can bring.
3. We will let all interviewed applicants know the outcome of their interviews as soon as we can.
4. If you are selected, an offer will be made and we'll look forward to welcoming you into the DM's team!