



DR. MARTENS X BT21

PLAYING WITH THE BOUNDARIES OF ART, MUSIC & STYLE: DR. MARTENS ANNOUNCE FIRST COLLABORATION WITH BT21

The limited edition collection features BT21 characters KOYA, RJ, SHOOKY, MANG, CHIMMY, TATA and COOKY from the global character brand IPX (F.K.A LINE FRIENDS), clashed with DM's Original rugged silhouettes.

For decades, Dr. Martens have shattered the lines between art, music, style and other creative expressions. An air-cushioned platform for art in all its forms. Our new collaboration with BT21, a character IP loved by millions of Millennials and Gen Z worldwide celebrates this fluid approach to creativity in a collision of music, illustration and timeless design. Built to inspire the next generation.

Our 1460 8-eye boot, 1461 3-eye shoe, and 2976 Chelsea boot all return in a mix of our classic black Smooth leather and Arcadia – a rub-off material that will change colour and build character with wear. The leather is colourfully screen printed with BT21 characters, and the collection has bold purple accents alongside our signature yellow markings. Welted on a black DMS sole, each pair is fitted with a dual-branded purple sock liner. A matching Box Backpack in black Kiev leather is also printed with the same BT21 characters.

Dropping this March 30th on drmartens.com and select stores.



Dr. AirWair
Martens
Grounding with style

BT21

ABOUT DR. MARTENS

The first pair of Dr. Martens boots rolled off the production line on the 1st April 1960. With its trademark yellow stitch, grooved sole and heel-loop, it was a boot for workers, initially worn by postmen and policemen; comfortable, durable and lightweight in comparison to its competitors at the time.

Throughout Dr. Martens history, the brand has been adopted and subverted by diverse individuals, musicians, youth cultures and tribes. These are the people who stand out from the crowd and their journey of self-expression has always been accompanied by a pair of DM's.

The 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. On an emotional level, they are a flag of attitude and empowerment.

The Northamptonshire factory where it all began still exists to this day, in the village of Wollaston. A specific range of 'Made In England' products are manufactured here by a small, close-knit team of people schooled in traditional shoe-making and a process that hasn't changed since our first pair six decades ago.

ABOUT IPX (FKA. LINE FRIENDS)

IPX is the new corporate name of LINE FRIENDS, a global character brand that originally started from Original Characters including BROWN, CONY, created for use as stickers for the leading mobile messenger app LINE and its 200 million active users worldwide. Taking a step further, the company has emerged as a global creative studio by offering diversified content based on its wide array of Intellectual Property (IP)s including 'BT21', 'TRUZ', 'WDZY' and 'ROY6'. IPX is also expanding its IP based business by partnering with various media and game companies such as Netflix, featuring in the original animated series, SUPERCELL's 'Brawl Stars' and NEXON's 'KartRider'. The company has also collaborated with a number of renowned brands including Bang&Olufsen, Converse, LAMY, and Leica, all aligned with the company's philosophy and value to offer premium character products. IPX has operated more than 490 stores in a total of 16 markets in trend-leading cities such as New York, LA, Tokyo, Seoul and Shanghai. Since it became an independent company in January 2015, IPX continues to win the hearts of Millennials and Gen Z worldwide through interactive digital communication and differentiated brand experience across multiple retail touchpoints including its online sales platforms. For more information, please visit www.LINEFRIENDS.com.

