RATIONALE

TAKING THE CLASSIC DR. MARTENS STYLES (THE 1460 AND 1461) AND PRODUCING THEM WITHIN THE COBBS LANE FACTORY, NORTHAMPTON, ENGLAND; UTILISING THE ART OF INDUSTRIAL MANUFACTURE PROCESS THAT OVER THE LAST 50 YEARS HAS PRODUCED THESE ICONIC BOOT AND SHOES.

THESE STREET INSPIRED STYLES, THAT HAVE BEEN FOR SO LONG A STAPLE OF FREE THINKING INDIVIDUALS AND TRIBES, WILL BE RE-INTERPRETED IN HIGH SPEC LEATHERS TO PRODUCE BOOTS AND SHOES THAT CARRY TRADITIONAL DR. MARTENS CHARACTERISTICS YET HAVE BEEN ELEVATED TO A PREMIUM LEVEL.

THIS SERVICE WILL GIVE THE CUSTOMER THE OPPORTUNITY TO CHOOSE A DR. MARTENS BOOT OR SHOE UTILISING A VARIATION OF UPPER LEATHERS, LININGS AND TRIMS TO AFFORDING THE WEARER THE ULTIMATE BOOT OR SHOE THAT WILL BECOME A TRUE SELF EXPRESSION OF THEIR UNIQUE STYLE AND IDENTITY.
1. CORDOVAN:

Genuine shell cordovan from horse hide that gives a smooth finished light grain aesthetic with excellent durability - Genuine Shell Cordovan is the art of tanning at its finest. More than just a colour, it is a very specific leather, from a particular part of a horsehide. The irregular oval shaped shells are tanned, stuffed, shaved, and then polished – a process taking six months. Each shell is slowly steeped in gentle vegetable liquors. The shells are genuine hot stuffed then slicked onto glass frames to dry. Each shell is hand curried and shaved by highly skilled artisans to expose the shell. Dyes are hand rubbed on for a deep aniline finish. Finally, the shells are hand glazed to achieve the rich, glossy look and feel prized by fine craftsmen.

*Horse hide from France & Canada which has been processed by Horween Tannery in Chicago, USA since 1905.

**Horse hide is a by product of the meat trade.

2. BEAUMONT:

Beaumont smooth full grain aniline hand glazed classic shoe & boot leather - Beaumont leather that has been burnished with a very traditional machine called a glazing jack. The machine polishes the surface of the leather with a fixed glass rod to give a high quality finish.

*US Cow hide processed Horween Tannery, USA

3. ABERDEEN LEATHER:

Utilising a distinctive “memmel print” oiled heavy-weight leather - this is achieved by printing the leather under high pressure and temperature in a custom designed embossing press.

*US Cow hide processed Horween Tannery, USA
3. ANILO MORBIDO LAMINATO:
Metallic effect Italian soft Nappa, that is softly textured and is foil coated to give a true metallic effect.

* European Ox Hide Processed by Industria Conciaria Europa S.p.A tannery (I.C.E) in Vicenza Italy.

4. OSTRICH QUILL:
Genuine Ostrich Leather - dyed with aniline finishing to allow natural texture of Ostrich to show through and is renowned as a high quality desirable fashion look used in shoes and leather goods for its distinctive raised grain feature.

* South African Ostrich Skin, Processed by International leader in Ostrich Skin “Klein Karoo” and marketed by Gordon Choisy in Europe a subsidiary of Hermes Group - specialising in high end leathers.

** Ostrich hide is a by product of the meat trade
THE OPTIONS: LININGS & SEAT SOCK LEATHERS

1. POLISHED CALF LINING:

Full analine cow lining polished to a satin finish for a comfortable fit.

2. METALLIC EFFECT KID LINING:

Foil coated to give a true metallic effect it possesses a fine texture and is extremely supple for a comfortably fit.
THE OPTIONS: LACES

The option of picking two laces from six colours - Oxblood, Black, Tan, Natural, off White or Red to either match with or contrast the leather colours.
THE OPTIONS: EYELETS

The option of picking from 9 eyelet colours - Black, Dark Brown, Tan, Burgundy, Navy, Red, Off White, Bottle Green, Silver and Gold; again to either style up or down based on personal preference.
THE OPTIONS: HEEL LOOP

These can be matched to either the leather of the shoe upper or lining.
THE OPTIONS: WELTS & WELT STITCH

Three different colour options to choose from on the welts - Black, Choco and Bitter Chocolate, plus the option of a plain welt.

Different thread colour options - classic yellow, cream or tonal to the welt colour.
THE OPTIONS: OUTSOLE

Four different options are available on the outsole; trans, smoke (for a more contemporary look), white (for a more fashion forward look) and then finally the traditional glucose colour.

Starting at 3 and going up to 13 to cater for both genders, all styles are available in half fittings and 3 width fittings.
THE ART OF INDUSTRIAL MANUFACTURE

MADE LIKE NO OTHER SHOE ON EARTH

Each Bespoke pair is created at the Cobbs Lane factory, Wollaston, England; which has been producing footwear for the Griggs family since 1901. It is the home of the original Dr. Martens boot and within these modest factory walls works a close-knit team of people steeped in traditional shoe-making methods and the unique process that makes Dr. Martens like no other shoe on earth.
THE ART OF INDUSTRIAL MANUFACTURE

THE CLICKER

This has long been one of the most prestigious jobs in a footwear factory. It is the Clicker’s task to cut the single hide into various component parts of the boot’s upper pattern; using just the right strip knife, the expertise lies in creating the minimum amount of waste while ensuring the finest sections of the hide are utilised. His knife also pricks marks in the leather to show where eyelets and seams will later be placed. To succeed to the standard required for a ‘Bespoke’ pair, the Clicker needs experience, a steady hand and, above all, an eye for detail.

CLOSING

The so-called vamp - the toe of the boot is lined, ahead of the intricate skill of “Closing”. Here, the two quarters - the section of the leather that wrap around the heel - are joined together by hand using a zig zag stitch.

Then the backstraps, the famous “Airwair with bouncing soles” heel loop and a stiffener for the heel are also seemed together. Meanwhile, the front section of the boot is stitched together, consisting of the stamped tongue and the vamp. These are also sewn together using a so called “Puritan” machine, which puts a crucial line of three stitches over the quarter and into the side of the vamp, using very heavy eight cord thread.
THE ART OF INDUSTRIAL MANUFACTURE

EYELETS

Next, the eyelets are punched into the boot using the pre-pricked markers which were added by the clicker. Finally, the stitching and cutting part of the process is completed by a “toe puff”, which is laminated into the vamp to give the toe resilience and strength.

Now the boot’s upper is ready to head over to the “lasting line” which is where it will be attached to the famous Dr. Martens air sole.

WELTING

A “last” is a plastic foot shaped form that is used to complete the boot’s manufacture. First, the boot’s insole is attached to the last with tape along with a pre-coated piece of canvas - known as a rib, which is used to marry the uppers and sole together.

Next, the uppers that have just been completed are moulded to the heel shape using a back-part moulding machine, which also ensures the height of the leather up the ankle is exactly the same on each foot. Now it’s time to mould the toe. The upper is heated to make it supple and avoid splitting the premium leather. Then the toe is tensioned over the plastic last and hot melt adhesive is injected onto the insole, cementing the leather to the insole rib. To make certain the durability is supreme, the sides of the boot are then stapled to the rib, after which any excess leather is trimmed away.

At present, the boot has none of its famous yellow welt stitching. Although most people are familiar with the external stitch - known as a Z-welt in the shoe trade - Dr. Martens also has an internal stitch, or plain Welt. This reinforces the strength of the shoe yet again. The yellow stitch is housed in a vat of warm wax which makes it supple but also ensures that any holes made by the needle as it makes its way around the edge of the boot will not allow water into the shoe. The PVC Goodyear Welt that carried the distinctive yellow thread - is skillfully stitched by a machinist on to the upper, using the yellow thread and a welt sewing machine. The boot is now ready or the famous sole to be added.
THE ART OF INDUSTRIAL MANUFACTURE

AIRWAIR

The Dr. Martens air cushion sole itself is produced in the factory, using a granular compound that is melted and then injected into a mould which carries the distinctive “DMS” sole pattern and the Resistance Rectangle indicating that the compound is resistant to Oil, Fat, Acid, Petrol and Alkali.

When the soles have cooled, a felt strip is inserted into the cavity of the insole, followed by a comfort pad, both of which are placed by hand.

FUSION

The sole is then placed against the upper, temporarily joined at the toe, heel, and either side of the sole by “spotting” a hot blade between the welt and the sole, ready for the real moment of inspired creation. A highly skilled machinist places the upper and sole — which are now loosely sandwiched together — against a heated blade which is kept at 700 degrees centigrade.

This blade goes in between the sole and the welted upper, melts the PVC of the sole and — if the machinist’s hands have done their job — seamlessly fuses the two parts of the boot together.
THE ART OF INDUSTRIAL MANUFACTURE

GROOVING

All that is left to do, is to finish the side wall of the sole with the distinctive Dr. Martens grooving, again done with great hand skill as the boot is pushed against a razor sharp spinning blade cut in the form of the instantly recognisable groove.

FINISHING

With the plastic last finally removed, the finished boot gets a hand-polish and lace-up, before being boxed and readied for shipping to the customer.