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Dr. Martens to invest in Northampton Factory site

Dr. Martens announces a planned £2m investment in its Northampton site, as a signal of its continued commitment to the home of the brand

Dr. Martens will create a new visitor and heritage centre to bring the iconic brand to even more people

The investment to double capacity demonstrates the success of Dr. Martens' Made in England range, which continues to be manufactured in Northampton

Dr. Martens has today announced that it intends to invest £2m in its Northampton site, as part of plans to create a new visitor and heritage centre highlighting Dr. Martens' heritage, history and connection to Northampton. The new centre will bring people even closer to the iconic Dr. Martens brand, enabling them to experience its heritage and culture. The investment will also include an upgrade to the manufacturing facilities to nearly double production to up to 165,000 pairs a year.

Dr. Martens' Northampton factory was founded in 1901 and effortlessly exhibits Dr. Martens' heritage, culture and core values of rebellion, durability, individuality and self-expression. The new visitor and heritage centre is expected to be a key attraction for tourists and DM fans. It will include a factory tour, a store selling iconic products handmade in Northampton and an experience centre displaying memorabilia. The site is expected to open in Spring 2020.

The investment marks Dr. Martens' continued commitment to investing in its brand and heritage, its willingness to uphold its proud English roots and let people experience what goes in to making each distinctive Dr. Martens shoe. It is also a sign of the continued success of Dr. Martens' Made in England range, which is made on site and has seen significant growth over the past few years.

Kenny Wilson, CEO, Dr. Martens, said:

"This investment demonstrates our ongoing commitment to Northampton and to upholding Dr. Martens' distinguished brand heritage. We are really proud of our history and of our roots in Northampton – the city has played a huge role in the growth of our brand and we want people to be able to experience this. Today's investment also highlights the success of our Made in England range and its continued popularity with our customers. We can't wait to open our new visitor centre and welcome Dr. Martens fans, both new and old, through our doors."

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