

NORDSTROM

Dr. Martens Takes Center Stage At Nordstrom NYC

October 11, 2021

An Exclusive Shop and Immersive Experiences Featuring Live Music and Limited-Edition Styles



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NEW YORK (October 11, 2021) - Beginning today, Nordstrom NYC is inviting customers to take to the stage with an immersive pop-up partnership with iconic footwear brand, Dr. Martens. Customers have the opportunity to step into the Dr. Martens universe and shop from an exclusive, limited-release range of merchandise. The exclusive pop-up experience, part of Nordstrom's revolving Center Stage platform at its New York City flagship, runs through November 7 and features 30 unique products, including the classic Merino and Collier styles, which are exclusive to Nordstrom until November 1. The in-store experience brings to life a music venue atmosphere, complete with trusses, stage lighting, graffitied furniture and even a live musical performance to kick off the shop.

The shop offers a full range of Dr. Martens styles for men, women, and children - as well as two exclusive styles, the amped up Moreno and Collier boots, and three limited-edition styles, featuring the bold new Audrick, which has been reengineered for the next generation — and the one after. Stacked on a towering two-part platform sole, the collection carves an exaggerated, unmissable profile with a ton of attitude.

The assortment will range from iconic Dr. Martens styles to the latest offerings from the AW21 collections.

In addition to the shoppable music venue inspired pop-up, Nordstrom and Dr. Martens will invite shoppers to experience a special live performance with local NYC band [Sunflower Bean](#). The live concert event will take place on **October 15th from 7pm** on Nordstrom NYC's first floor. The concert will also be livestreamed on [@NordstromNYC](#) and [@drmartensusa](#).

"Dr. Martens and Nordstrom have a long history as partners in the US and Canadian markets and this year our brands have come together to build an even stronger partnership as the momentum in 2021 continues to grow. We deeply value and learn from the best-in-class customer connectivity and market leading services that Nordstrom is known for across the industry. Dr. Martens is proud to launch our Nordstrom Center Stage collaboration, celebrating our strengthened brand presence and creating a special Dr. Martens experience to further our consumer connection in Nordstrom NYC," said Lisa Kim, Vice President - Dr. Martens Wholesale.

Dr. Martens as a brand is driven by the passion and soul of music, working effortlessly to inspire and support the next generation of musicians and artists who wear Dr. Martens to express their unique style. Music is at the center of everything they do and this extraordinary collaboration with Nordstrom is no exception.

In addition to the NYC Flagship and Nordstrom.com, an extended merchandise selection and elements of the pop-up and will be available at the following locations beginning October 11, 2021:

- Nordstrom Men's Store NYC (New York, NY)
- Nordstrom Washington Square (Tigard, OR)
- Nordstrom Fashion Place (Murray, UT)
- Nordstrom South Coast Plaza (Costa Mesa, CA)

- Nordstrom Brea Mall (Brea, CA)
- Nordstrom at The Grove (Los Angeles)
- Nordstrom Roseville (Roseville, CA)

[HERE](#) is a link to shop images, as well as product and editorial imagery.

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About Nordstrom

At Nordstrom, Inc. (NYSE: JWN), we exist to help our customers feel good and look their best. Since starting as a shoe store in 1901, how to best serve customers has been at the center of every decision we make. This heritage of service is the foundation we're building on as we provide convenience and true connection for our customers. Our digital-first platform enables us to serve customers when, where and how they want to shop – whether that's in-store at more than 350 Nordstrom, Nordstrom Local and Nordstrom Rack locations or digitally through our [Nordstrom](#) and [Rack](#) apps and websites. Through it all, we remain committed to [leaving the world better](#) than we found it.

About Dr. Martens

www.drmartens.com

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 customize 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.

Dr. Martens & Music

Music is the heartbeat of the Dr. Martens brand, whether being adopted by subcultures or moving the needle with disruptive experiences, music will always be at the center of everything we do. Dr. Martens aims to inspire our brand fans and community while looking to nurture and champion the next generations of musicians and artists.

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