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## What's Up, Doc?

### Opening Alert

By **CHERYL FENTON** | October 24, 2012



The world's first Dr. Martens rolled out on April Fools' Day in 1960, but they were no joke. Their thick, air-cushioned soles — originally designed by an army doctor nursing a broken foot — and smooth, begging-to-be-scuffed leather have won an amazingly motley assortment of fans over the decades: postal and factory workers, cops and skinheads, punks and new wavers, and probably your 14-year-old Docs-loving self. In the 52 years since its founding, the British brand has sold more than 100 million pairs and added styles like dress loafers and heels to its iconic yellow-stitched kicks. Now it's bringing its AirWair wares to its first Boston location, slated to open on October 25 at 201 Newbury Street. Nodding to the company's manufacturing heritage, they've outfitted the 3000-square-foot space with furniture and fixtures that radiate an industrial vibe — think table bases taken from factory workspaces and railroad-track shelving from London trains. The store is stocked with designs that run the gamut from sandals to hikers, as well as accessories like tech cases and wallets and on-trend clothing for men and women. You'll also find their Boston shoe, a classic men's Oxford named after our fair city. The Dr. will see you now.

**THE DR. MARTENS STORE** 201 Newbury St, Boston 617.585.1460