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Northumbria students talent-spotted by Dr. Martens

Design students at Northumbria University, Newcastle, have been approached by British fashion label, Dr. Martens, to create a new outfit that sums up the iconic brand.

The brief for second year fashion students also addresses the rebellious musical and subcultural heritage of Tyneside - a theme that is synonymous with the Dr Martens brand - through fashion design. All outfits will be judged by the creative team at Dr. Martens and the winner will be announced in December.

Students are asked to reflect Dr. Martens Autumn/Winter 13 campaign that celebrates free-thinking individuals – from first time wearers to loyal Docs lovers. Capturing the unique spirit of those who stand out from the crowd, Northumbria’s students are set to create a new look especially for the North East, celebrating Newcastle’s new Dr. Marten’s store on Grainger Street.

Dr. Martens UK retail marketing manager Amy Nelson said: “Our new #STANDFORSOMETHING campaign features authentic characters of different ages, backgrounds, occupations and personalities. They all have one thing in common – they wear Dr. Martens boots and shoes with pride and passion, an empowering mark of something worth standing for.

“We are asking the second year Fashion Design students at Northumbria University to interpret that on a local level and design an outfit for North East DMs fans.”

Drawing on local music and sub-culture, political references and the brand ethos, the outfits can be designed for a male or female and the winning student will see their design on display in Dr. Martens Newcastle store. Students will present their collections to Dr. Martens in December.

Northumbria Fashion Design senior lecturer, Gael Henry, said: “It’s fantastic to offer the students a brief with such a strong message and the opportunity to design something they stand for. Dr. Martens is a vivid and known brand so the students can really identify with it.

“They have been quick to respond to the brief, researching the region’s subculture and the brand’s heritage. It’s important for the students to think about designing with a real market in mind and Dr. Martens has certainly set an inspirational and creative task to challenge them.”

To find out more about Fashion Design at Northumbria University, visit www.northumbria.ac.uk/design or sign up for open day on Saturday 30th November by visiting www.northumbria.ac.uk/openday.

Northumbria is a research-rich, business-focussed, professional university with a global reputation for academic excellence. To find out more about our courses go to www.northumbria.ac.uk

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