

Key Facts

Products

- + **New product development share of revenue increased by 5% to nearly 30%**
 - + Best-selling boot globally: 1460 Black Smooth
 - + 21 different partner collaborations in FY '17 including with global fashion label Comme De Garcons, Japanese fashion designer Yohji Yamamoto, and global streetwear clothing brand Stussy
 - + **'X Vetements'** collaboration with the Parisian fashion collective sold out globally in just 10 days and was a major success at Paris Fashion Week
 - + **'X Supreme'** – DM's 1st three-way collaboration, with Undercover & Supreme, sold out within hours of launch
 - + **Di Paolo** - latest addition to DM's 'Museum' collection – fastest-selling unisex print concept to-date
- + New DM's Lite range sold 0.2m pairs – biggest single global concept launch in DM's history to-date
- + Brand awareness continues to grow: Pharrell Williams, Bella/Gigi Hadid, David Beckham and G Dragon, among others, pictured wearing DM products

Imagery



DM's Lite



Originals



Dr. Martens Supreme X Undercover



Dr. Martens X Vetements



Di Paolo



Dr. Martens MARNI x Zalando

Stores

- + **Global store growth strategy continues at pace**
 - + New stores include experiential store in Camden, London, and further expansion globally including new stores in Seoul Garosugil, Hong Kong LCX and New York Herald Square, and the refurbishment of the flagship Tokyo Harajuku store
- + **Experiential Camden store highlights:**
 - + 28th UK DM store in 19th Century stables in Camden market
 - + Industrial and stripped down store design to echo brand's industrial heritage
 - + Unique experiential features: permanent live music space and backline supported by Marshall Amps and Natal Drums; Virtual Reality experience powered by Oculus, enabling fans to take personal tour of the brand's original UK factory; one-off never-before seen brand items; customisation area
- + **18 new stores (+10 concessions) opened in the year**

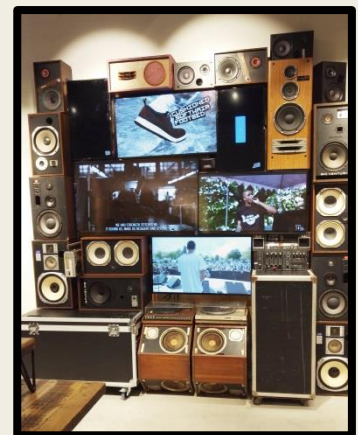
Imagery



Tokyo Harajuku refurbishment



Seoul Garosugil



New York Herald Square



Camden



Camden