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THEBOOK LA.com

by Elyse Glickman

dr. martens airwair shoes



The Doctor is (still) in!

At The Book L.A., a point of pride is how we've dedicated ourselves to introducing readers to hot designers, fresh-off-the-press trends and innovative lifestyle items before they mature into household words. However, every so often, our collective fashion past comes back to haunt us. But in the case of **Dr. Martens AirWair shoes**, that is definitely a good thing. Just ask celebrities, rockers and comfort-loving fashionistas around the world, who creatively work their Docs into their lineup of designer jeans, jackets and tops and their busy, on-the-go lifestyle.

During a special Los Angeles's Fall Fashion week showcase at **Westwood's W hotel** last spring, we rediscovered Dr. Martens and saw the shoes in a whole new light—right along side Rock & Republic jeans and Purple Seven sweaters. The hefty, hearty and statement-making shoes that are at once synonymous with kids from the ska, punk, mod, grunge and goth camps from the 60s through the early 90s, never went away.

The line, instead, continues to grow and change with its customer base by offering sleeker sneaker cuts, Mary Janes, loafers with tailored uppers, and a fresh new cowboy boot design that add to—but not replace—the work shoes and military style boots that won the hearts of so many different kind of people in the first place.

Also cool is their progressive and highly artistic web site www.drmartens.com which not only presents the entire prolific collection, but a fascinating series of vignettes on hip people who make the shoes a part of their lifestyle, an expansive history of Dr. Martens' impact on popular culture around the world and a full rundown of Dr. Martens' vision with his shoe creation dating back to its inception in 1945, when a ski accident and a need for comfortable footwear prompted him to invent a new kind of shoe with therapeutic value.

This week, **2 lucky readers** will get the opportunity to take some fresh new steps in a pair of Dr. Martens AirWair shoes or boots specially designed for 2005 and beyond!

Click here
and just send a blank email
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Winners will be randomly selected and promptly notified November 21, 2005. US only.
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