

DR. MARTEN'S CASE STUDY

Dr. Marten's is a fashion forward brand that is associated with a youthful subculture. Tandy has the ability to identify the latest fashion trends and interpret them into a collection of belts, bags and small leather goods that makes the same bold statement as Dr. Marten's legendary footwear.

T A N D Y



BRAND

EQUITIES & AESTHETICS

CORE PRODUCTS



TANDY DESIGNS FOR SEAMLESS BRAND EXTENSIONS