

Shoe & Boot Philosophy

My shoe philosophy is like my clothing care philosophy: The care of shoes and boots start the moment you begin to shop. Recognizing how you will actually use the shoes will shape your purchase. If you want something to last, then care and cleaning are as important as choosing the right style!

- If you have different size feet, then fit for the larger foot.
- Use shoe horns to save the heel counter. You don't want to "break down" the heel counter, even if it rubs your heel and causes blisters.
- To be really comfortable long-term, try to have enough room to wiggle your toes.
- Re-define the "break-in" period and don't buy TIGHT shoes!

Shoe Care

- Keep shoes supple and polished, especially if you're going out in bad weather. In fact, protect your shoes with a polishing cream before you go out in the rain or snow. Polishing is as much about preservation as it about aesthetics.
- Use cedar shoe trees whenever possible to absorb excess moisture and perspiration.
- When shoes get wet, let them air dry for a while – at room temperature – and then insert the shoetrees.
- Never put shoes next to a heater or fire to dry them out fast!
- For heels, open toe and sling-back shoes, stuff the toe box with newspaper or acid-free tissue if you can't use shoe trees.
- When you travel, use our breathable soft bags to protect your shoes from dents, scuffs and scratches.
- Lastly, rotate your shoes so they get 2 days rest between wearing.

Storage

- Use breathable shoe bags. For easy identification, attach a picture of the shoes on the outside of the bag.
- Hang boots from straps, if possible, and use shoe trees.
- Clean and dry all shoes and boots before prolonged storage.