

## Caring and Maintaining Your Shoes in Tip-Top Shape



Good quality shoes can last for years provided they are cared for properly. If you are wondering why your shoes are wearing out quickly, it is most likely because you are wearing them day in and day out.

### Here are 7 tips to ensure their longevity:

1. Allow your shoes time to rest between each wearing - at least 36 to 48 hours for a couple of reasons. (Yes, I know guys! It means having more than one pair). First of all, as your feet get hot during wearing, the leather of your shoes warms up and stretches. The resting period will allow the leather to cool off and return to its normal shape. Second, by wearing a different pair of shoes every day, you are allowing the sore spots on your feet to heal and your feet will thank you for it.
2. Always use cedar shoetrees to store your shoes. This will help your shoes retain their shape and smell better.
3. Clean and polish your shoes regularly ~ it shows that you take time, trouble and pride in your appearance and communicates the impression that you are someone who pays attention to details.
4. The best time to polish is immediately after wearing while the leather is warm. It will absorb polish better.
5. Keep your shoes in good conditions at all times ~ Replace damaged heels and soles right away. You may look at yourself from the front but others see you from behind ... what kind of impressions or messages do you leave "behind"?
6. Use a stiff toothbrush to brush suede shoes ~ do not use the wire brush often sold for cleaning suede. They are too sharp and will damage the nap of the suede, thus reducing its life.
7. If your shoes get wet ... never dry them in direct heat. Simply stuff them with newspaper and allow them to dry in their own time, at room temperature.