



## Are You Shoe-Ready for Winter?

*Onlineshoes.com seasonal shoe expert offers tips for staying afoot during winter weather*

**Seattle, Wash.—Nov. 7, 2007**—Warm coat? Check. Scarf and gloves? Check. Just when you think you're ready to set foot into winter weather, you step in a huge puddle, soaking your feet and ruining your shoes. Sound familiar?

This year Onlineshoes.com's Shoe Guru Ron Truselo comes to the rescue with his seasonal shoe expertise. "When choosing shoes for winter months it's important to assess the sole, fabric and insulation based on your activity, while maintaining style," he says.

Here are Ron's tips and tricks to get you shoe-pared for winter.

- **Sole Finder:** For wet conditions make sure the sole is sticky to the touch and has a wave like texture that releases water. Choose a shoe with wide tread to help prevent snow from compacting onto the sole and creating a slippery surface.

-Ron's Recommendations for Traction

### Rain

[Women's Sperry Top-Sider Pelican Lug](#) \$59.95

[Men's Sperry Top-Sider Waterline 4-Eye](#) \$79.95

### Snow

[Women's The North Face Nuptse Bootie](#) \$69.95

[Men's Merrell Thermo Juneau Waterproof](#) \$109.95

- **Toasty Toes:** "The key to warm feet is keeping them dry and insulated," says Ron.
  - Rainy climates: Pair SmartWool socks with a waterproof boot. Footwear is made waterproof by lining the shoes with a breathable waterproof membrane such as Gore-tex. You can also find leather shoes that have been treated with a waterproof finish such as the [Women' Merrell Spire Peak Waterproof](#) \$154.95.
  - Snowy climates: You need to consider insulated footwear. Insulation is rated for the cold and the extreme conditions. Be sure to match the correct insulation to the conditions in your area especially if you're going to be out in the cold for long periods of time.
    - Ron's Sock Recommendation
      - [Women's SmartWool Stripeuccino Assorted 3pk](#) \$47.95
      - [Men's SmartWool Adventurer Assorted 3pk](#) \$59.95
- **Shoe In-Transit:** Staying warm and dry is a key factor when walking to and from the bus, but so is maintaining your style. Go with classic styled boots to match the conditions and allow for that extra pair of warm socks. You'll spend your whole day thinking about losing the dress shoes and getting cozy again. For wet climates think rubber boots and for colder dry climates try a shearling boot.

To carry your shoes to and from, Timbuk2 makes several water-resistant and waterproof bags that range from casual messenger styles to larger go-anywhere totes such as the [Originals Cargo Tote](#) \$99.95.

-Ron's Boot Recommendations

[Women's Sperry Top-Sider Pelican Wedge Sadie](#) \$69.95

[Women's UGG Australia Ryder](#) \$324.95

[Women's Keen Stockholm Boot](#) \$114.95

[Men's Clarks Kamet](#) \$89.95

[Men's Merrell Mid Gemini Waterproof](#) \$129.95

- **For Your Protection:** Caring for your shoes requires a little more diligence in the winter. “Suede can be treated to repel water with a spray designed specifically for the material like Kiwi Suede and Nubuck Protector. I look for one with environmentally friendly ingredients,” said Ron. “Silicone can and will change the color and ruin the finish of leather and suedes—do not use it to waterproof your shoes.”

Leather should be treated with a conditioner, such as Kiwi Dry Mink Oil, to replenish the natural oils in the leather. Properly treated leather boots and shoes are less prone to being ruined by salt stains and water spots. If they do get wet, stuff them with newspaper and let them dry completely and then polish them. You’ll be surprised how well they’ll recover.

For more information about winter shoes, visit [www.onlineshoes.com/weather](http://www.onlineshoes.com/weather).

#### **About Onlineshoes.com**

Established in 1996, Onlineshoes.com is the nation’s first online shoe retailer. With a history that began decades ago in a family-owned corner shoe store, the company is committed to delivering exceptional value and service. Onlineshoes.com offers fashionable, high quality dress, casual and athletic footwear for men, women and kids in more than 33,000 styles and 200 premium brands, as well as athletic apparel and accessories. In addition to price and satisfaction guarantees, customers enjoy free shipping and exchanges every day of the year. For more information, visit [www.onlineshoes.com](http://www.onlineshoes.com).

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