

THE BEST ADVICE

HEALTH

FINANCE

NUTRITION

FATHERHOOD

SEX

RELATIONSHIPS

CAREER

TECH

URGENT QUESTIONS

TOP EXPERTS

DEFINITIVE ANSWERS

Why would anyone need custom-made shoes?

Guys buy custom shoes for one of two reasons: Ready-to-wear shoes don't fit their feet, or they appreciate true craftsmanship. In times past, gentlemen required bespoke armor and riding boots; today's custom-made shoes are a legacy of that tradition. English boot company John Lobb (johnlobb.com), for example, crafts bespoke shoes using techniques that have barely changed in 150 years. Each pair requires at least seven measurements of each of the customer's feet and 60 hours to complete, but the resulting shoes can last 20-plus years with proper care, such as using a shoe cream once a week to maintain the luster and shining the shoes every two weeks with a wax-based polish. Custom-made shoes are extravagant, but they offer everyday comfort and elegance, and have enduring value. Can the same be said for bespoke ski boots, road bikes, and other custom "essentials" that gather dust in guys' closets?

ERIC VILLENCY
Villency is president of the Maurice Villency design studio and a contributor to NBC's Today. »

FEET OF ENGINEERING
Custom-made shoes can last a lifetime.

MONEY | STYLE | WOMEN | SUCCESS

239
MUST-HAVE
GUY SKILLS p.32

BEST LIFE

WHAT MATTERS TO

THE SMART MAN'S PLAN

A FLAT BELLY FOR LIFE!

Get Back in Shape at 40+

101 WAYS TO LOOK GREAT

HOLD ON TO YOUR HAIR!

5 New Cures

POWERFOODS THAT BURN FAT

SPEAK HER SEX LANGUAGE

Magic Wife Decoder, p. 41

ACE YOUR NEXT 10 YEARS

8 LAWS OF BUILDING WEALTH

- Strip Away Financial Stress
- Secure Your Family's Future
- Be Your Healthiest, Happiest Self

MARCH 2009

DISPLAY UNTIL MARCH 10, 2009

\$4.99US



WATCHMEN'S PATRICK WILSON

(Mr. Wilson wears Ralph Lauren Purple Label. Story on p. 102)

BestLifeOnline.com