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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?

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

MONEY | STYLE | WOMEN | SUCCESS

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BEST LIFE

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(Mr. Wilson wears
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Story on p. 102)

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