

SPECIAL ISSUE

allure

THE BEAUTY EXPERT

OCTOBER 2014

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Life Is One Big Party, And You're All Invited

*Amazing Eye Cream

*The World's Easiest Eyeliner

*Ultra-Flattering Pink Lipstick

*Not-Greasy Face Oil (Just Try It)

*A Mistake-Proof Self-Tanner



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BEST OF BEAUTY WINNERS

Editor-Tested, Expert-Approved, Including 30 Under \$11



INSIDERS'GUIDE



A woman outside a fashion show in Paris in 2010

Tip

If your shoes are killing you, take them to a cobbler. "We can add little pieces of elastic to extend straps or even move them. Overall, leather can be stretched up to a half size, though if the arch of a shoe doesn't sit right, there's nothing we can do," says David Mesquita.

HOW TO MAKE YOUR SHOES LAST

David Mesquita is the co-owner of Leather Spa, a repair service in New York City.

Leather is skin, and it needs to be cleaned and moisturized. Taking preventative steps, like adding sole guards and spraying the leather, can add years to the life of your shoes.

Get a grip. We add rubber soles to 80 percent of the shoes that come through the shop. Have them put on right away; don't wait until the shoes are worn out or you'll risk having to resole them in addition to adding the rubber. Taps—little plastic or metal pieces that get nailed on the tips or heels of the shoes—can help if you really wear down one section, but they can be bulky, so I prefer just the rubber layer. When the pattern on the bottom has worn out, it's time for new ones.

Add a buffer. Douse shoes with a leather-protectant spray every few months to create a shield that keeps

water and grime from penetrating. And when your shoes are looking a little dull or dry, it's time for a shoe cream, which is pigmented like a polish and also moisturizing. If you get a scuff, dab on a bit of the cream with a paper towel—we like Bounty, which has a slightly bumpy texture that's great for removing dirt.

Clean properly. Suede requires a little more maintenance. The fibers collect dust, which can discolor the shoes. Buy a suede brush and use it after each wear. To clean canvas shoes, let them soak in a bath of water and a bit of laundry detergent. Use a Tide stick and an old toothbrush to buff out any stains. A dab of Windex is great for getting patent-leather shoes shiny.

Don't despair. Most scrapes in leather can be fixed if they're not too deep,

scuffs on black shoes are particularly easy to fix. Even if they're scratched to the point of seeing the leather flesh underneath, you can use a little bit of polish to fill them in. Buckle pins and loops can easily be replaced. If you crack your heel, it can be reinforced and rewrapped with the original material so no one ever knows.

Weather the storm. If you get caught in the rain, stuff your shoes with newspaper or paper towels when you get home. Don't overstuff them to the point of looking deformed or they'll retain that shape when they're dry. And never put them in the oven or near a heat source, which can shrink the leather. When they're completely dry, apply a leather conditioner with a cloth rag or paper towel.

—INTERVIEW BY EMILY HSIEH