



# Shoe Secrets

The Official Newsletter for [www.Bondfields-Shoes.com](http://www.Bondfields-Shoes.com)

Issue No. 12 - September 2007

## From Susan . .

Welcome to the Spring edition of Bondfields Shoes 'Shoe Secrets' Newsletter. We have a couple quick articles below filled with words of 'shoe wisdom' for you. And to catch you up to speed on what's in store we have some wonderful shoes and bags full of Spring splendour.

With the Spring Racing Carnival postponed until the 27<sup>th</sup> November you will have a few extra weeks to decide what you are wearing to the Races and take that extra time to select your shoes and bag to match your outfit.

Our new range of Guess Handbags is due in store during the next month. This range is always exciting as it just keeps getting better all the time.

We are seeing lots of silver and black this summer with splashes of red and natural colours.

As well as our comfortable fashion shoes and smart casuals don't forget to view our extensive range of comfort shoes. These are arriving every day and are just fabulous – "I wear mine around the house ALL Day Long when not working", that's how comfortable they are. But don't take my word for it come in and test drive them for yourself as you'll be quite surprised at how comfy these actually are.

Remember here at Bondfields **"We Love Shoes"** and we love to ensure that all our ladies have the best fitting, comfortable and fashionable shoes available.

Don't forget to watch our newsletter for some exciting things happening over the next few months at Bondfields.

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## Choose Your Shoes Wisely

Currently, only about 5 percent of cumulative trauma injuries occur in the legs and feet, but experts say this will increase as the population ages. Many of us are guilty of pushing our feet into high heeled, pointed-toe shoes -- just because we can -- but lower heels put less stress on our lower back. When choosing shoes for work, have your feet measured and buy in the afternoon. If they are uncomfy now, that will not change!

Insoles are important, try to buy at least two pairs of high-density foam that fit comfortably inside the shoe without squashing your feet. Changing the insoles every day allows them to regain their depth after wear, thus acting as an extra shock absorber for your spine. As we age, the intervertebral cartilage in our spine thins, not only making us lose inches, but decreasing our spine's ability to absorb shocks and jarring. Good insoles can help reduce that stress on our bodies.

-- *Karen Elysbeth Walsh is a licensed occupational therapist specializing in ergonomics and pain management.*

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# "Warning"

## Bondfields Shoes VIP Gold Card Members

As of the 31<sup>st</sup> August 2007 your VIP Gold Membership Cards expired and are now void. There are no exceptions. But please stay tuned as we are working on an even bigger and better club especially for our Bondfields Ladies.

**YOUR VIP Cards EXPIRED  
on the 31<sup>st</sup> August 2007!**

### Basic Fashion Elements

When it comes to liking how a shoe looks, beauty is in the eyes of the beholder. However, "fashion" can be parceled into 5 separate categories, as described by Footwear Guru William A. Rossi. How do the shoes *you* most like fit into these parts?

- **Shape.** The shape of the shoe is governed by the shape of the last. Other important factors include everything from the heel height to the toe shape to the length of the vamp.
- **Design.** Although the last may be the same, the design of the shoe determines whether it's a sandal or a lace-up. The design element is where the creative talent is most shown.
- **Materials.** This category includes texture, weight, surface grain, and finish.
- **Color.** There are over 17,000 individually listed colors. The reflective tone and use of contrasting colors have effect on the overall color of the shoe.
- **Ornamentation and Treatment.** Ornamentation includes buckles, buttons, straps, bows, and tassels: the "little touches" that add to a shoe's general character.

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Don't forget to keep an eye on our website for news and views on everything about ladies shoes and handbag fashion. We'll have a packed newsletter for you next month so stay tuned for that.

Until then, we wish you the best that life can bring . . .

Happy Spring to You!

*Susan and the Bondfields Team* 😊