

THE A TO ZEN OF TARYN ROSE

ARCH SUPPORT Taryn Rose shoes are built on an asymmetrical last (form), allowing for full arch support. This increases the foot's mobility within the shoe, decreases fatigue and protects the ankles.

BREATHABILITY Taryn Rose shoes are lined with the same fine quality of leather used on the uppers. This makes the foot more comfortable from the inside out. It also increases breathability, because natural materials breathe in a way that synthetics cannot. Neither the shoes, nor the feet in them, will feel warm or damp.

CUSHIONING Taryn Rose builds in a generous cushion of Poron to support the ball of the foot. Poron is a foam with memory, so it literally springs back to retain its shape.

DETAILS Taryn Rose pays special attention not only to the well-being of their customers' feet, but to that of the planet as well. The use of water-soluble glue is less toxic than commercial cobbler's glues. This allows the shoes to breathe and stretch naturally, decreasing tears and extending their functional life.

FLEXIBILITY Taryn Rose shoes are made with extra cushioning and supple materials that encourage the foot to move naturally within the shoe. The foot does not have to move the shoe. Rather, the shoe moves with the foot. It may sound logical, and it is. But it is also exceptional.

LIGHTNESS When customers pick up a Taryn Rose shoe in a store, they usually express surprise at how light it feels. Taryn Rose is constantly looking for materials to cushion the foot and provide support without adding weight.

EVOLUTIONARY Taryn Rose shoes have been designed in response to changes in the way we live. Customers lead active lives, and they want to be able to think on their feet, not about their feet. Whatever the priorities that they juggle, Taryn Rose shoes make life seem a lot more glamorous and a good bit less frenzied.

GODSEND Taryn Rose shoes have inspired remarkable loyalty from customers. Some of the most appreciative wearers have survived major foot problems, including malignancies and surgeries. It is to one of these "foot soldiers" that we are indebted for calling her Taryn Rose shoes a *godsend*.

***Proper fit:* HOW TARYN ROSE SHOES FLATTER THE FOOT**

Most women wish they had smaller feet. To appeal to this “feminine ideal”, most shoe manufacturers design their shoes to look small on display. Taryn Rose does not do this. Taryn Rose shoes look larger in the store, but smaller on the foot. How can a shoe that doesn’t constrain the foot make it look smaller? Taryn Rose customers are pleasantly mystified.

HERE ARE SEVEN (*rhymes with heaven*) TIPS FOR HEEL-TO-TOE FIT

1. Have both feet measured regularly. Your feet change, both in size and shape, over time. Most of us have one foot larger than the other. Fit your shoes to your larger foot.
2. Try on shoes at the end of the day, when your feet are at their largest. A shoe that is snug at 9 am will be unbearable at 6 pm.
3. Make sure the entire ball of your foot fits comfortably into the widest part (ball pocket) of the shoe.
4. If the shoe fits, wear it. Do not judge a shoe by the size on its box. Sizes vary between brands and styles, and no one else will ever care what size shoe you are wearing.
5. Stand up when you are trying on shoes. You want to have 3/8” to _” from the tip of your longest toe to the inside of the shoe’s toe box. Otherwise, your foot can not move as you walk. Your toe will bang against your shoe with each step.
6. Heed your heel. It should fit comfortably in the shoe without pinching or slipping.
7. Step off the cushy carpet in the shoe salon and look at your feet as you walk. The best-fitting shoe for you will conform as nearly as possible to the shape of your foot, without pressing or gaping.

Luxury Footwear with Advanced Technology for Comfort

- 1) Wearlite Sole: Available in all Taryn Rose shoes with a rubber bottom
- Extra light
 - Non toxic
 - Anti-bacterial
 - Abrasion Resistant (not oily) will not slip
 - Environmentally safe
 - The soles are thinner, but stronger
 - Allows breathability with holes unlike competitors
 - The sole on the leather is 5 mm to ensure they do not wear out fast
 - 5 Pressure Points which massage while you walk
 - There is an additional layer to help with water absorption



2) Mezzo Sachetto

Example: Cliona

- The front half of the shoe is stitched by hand to give suppleness in the forefoot
- Poron cushion – 2-3 mm thick all the way from heel to toe absorbs shock
- Back half of the shoe is glued with non-toxic glue to reduce moisture and heat build-up
- Full arch support distributes weight evenly to avoid pain and improve body alignment



3) Sachetto

Example: Kalila

- Sachetto means “little bag” in Italian. Two pieces of leather are stitched together and they are reversed like a sock. The stitches remain on the outside, and the inside of the shoe is perfectly lined to provide comfort. The shoe is stitched and turned inside out to ensure the stitches do not touch the foot.
- All shoes are Handmade in Italy
- Each shoe contains 33-36 components
- 2 _ to 3 hours are involved for the construction of one shoe
- The upper of the shoe is sachetto construction which molds to the foot allowing the shoe to feel custom made

- Poron cushion – 2-3 mm thick all the way from heel to toe absorbs shock
- No metal shank for a lighter, more flexible fit
- The full sachetto construction helps the foot stay dry by 75% since the average person's foot perspires _ lb of water per day.



4) 80 Millimeter / 3" Heels

Example: Fortune

- Extra Poron cushioning (6-7 mm) creates an interior platform to support the forefoot
- Signature 2-3mm Poron cushioning runs the entire length of the shoe for less stress
- Extra breadth increases stability and confidence
- Stable heel for better balance
- Full arch support for ankle support and body alignment

5) Poron: Used in all Taryn Rose shoes

- Taryn Rose was the first company to put Poron in shoes
- Poron is a more expensive, high-density foam developed by NASA
- Poron has spring back memory and loses only 5% of its memory after five years
- Shock absorbent
- Poron absorbs water vapors during the day to ensure the shoe remains dry
- 3 mm of Poron is used from heel to toe on a closed toe shoe
- 5 mm of Poron is used on open toe shoes



6) Wedge

Example: Daelyn

- Wedge heel offers flexibility and stability so the shoe moves with the foot
- Extra Poron cushioning (6-7 mm) creates an interior platform to support the forefoot
- Signature 2-3mm Poron cushioning runs the entire length of the shoe for less stress
- Full arch support for ankle support and body alignment

About Shoe Care

LEATHER

Leather is very durable and resilient. The important thing to remember is that leather is a skin and should be treated as such. The following are some tips on the care of leather:

- Saddle soap is the best agent for the cleaning of leather and the removal of light dirt. The deep concentration of oil in the saddle soap both cleans and conditions the leather. A deeper stain, in most cases, can be removed by directly applying the saddle soaps to the mark and rubbing it in with a soft, damp cloth.
- Spot remover can be used for really tough, deep stains. A small amount of lighter fluid that is first applied to a soft cloth and then rubbed on top of the stain should help to lift the stain. The fluid will leave a small mark at first that will evaporate as the fluid dries. This treatment should be used only for those stains that could not be removed with the saddle soap.
- Polish is a great way to cover and remove any small nicks or scratches that can appear on the shoe through normal wear. By applying a small amount of polish directly to the mark and rubbing it in, in most cases this should sufficiently cover the spot.
- Apply equal parts of white vinegar and warm water to salt stains on boots and outdoor footwear.
- Silicon spray applied directly to the shoe helps to toughen the leather against most staining agents that the shoe may come into contact with during normal wear. The thing that should be remembered most is that leather is porous and should last a long time with simple care.

****You should contact your local shoe repair shop for any problem more serious than any of the applications described above can handle.**

SUEDE

With proper care, suede is as durable as other leather finishes. Tips for caring for suede are:

- Suede should be brushed periodically with a special suede brush. If you are unable to find one, you can use an adult, hard bristle toothbrush.
- The suede brush is designed to clean the nap and keep that textured look. Do not force!
- Do not brush suede when wet! Wait until it is completely dry.
- To protect, you can use Silicon Spray (keep a can in your store and offer protection to hesitant customers). Be sure to read directions carefully. You should test colors first, as they may darken.
- Suede has the same lasting and fitting qualities as leather (shape and stretch ability), as it is a natural leather with a suede finish.