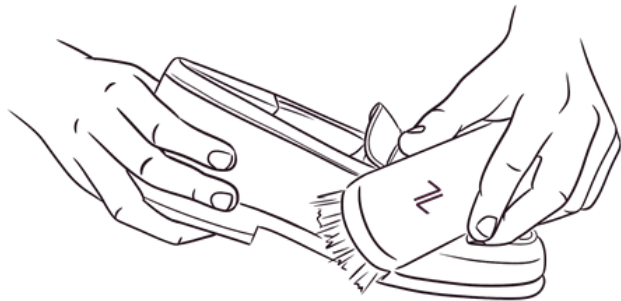


7L SHOE CARE GUIDE

7 STEPS TO TAKE CARE OF YOUR *SHOES*



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FOREWORD

What you need to know

Taking care of your shoes is essential: it helps prolong their lifespan. Although these actions may seem complicated at first, you will soon become familiar with this exercise.



As you've now understood, this guide is here to illustrate the different steps in maintaining your shoes. All that's left for you is to practice!

STEP 1

Prepare your shoes

WHAT YOU NEED



7L Shoetrees

ADVICE

If your shoes are soaked, let them dry on shoetrees. Place them on their sides for a few hours to allow the wet sole to air out.

Avoid any sources of heat, especially radiators

We advise you to remove your laces beforehand. This will prevent them from getting dirty and also will make it easier to use the various products that will follow.



TIP

If you have trouble removing your shoetrees, tap firmly on the heel of the shoe with the palm of your hand to dislodge them.

STEP 2

Clean the dirt

WHAT YOU NEED

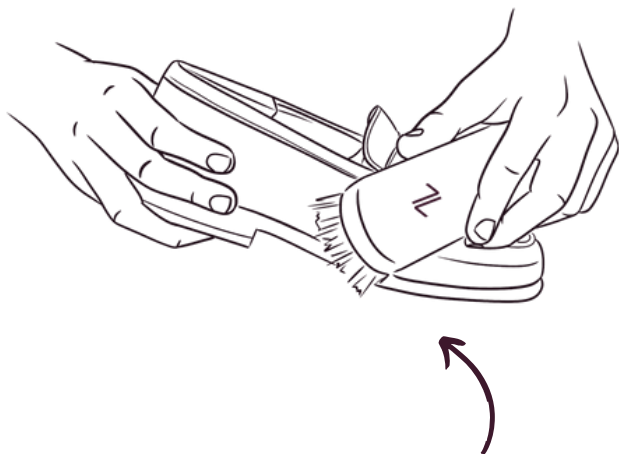


Horsehair brush



This is a major step, as it will prevent trapping dirt in the leather when you apply care products.

Using your horsehair brush, vigorously brush without pressing on your shoes to remove any excess dirt (dust, gravel, various residues etc.).



Don't hesitate to focus on the welt and the stitching

STEP 3

Clean and nourish

WHAT YOU NEED



Mink oil lotion

&



Smooth cloth



The lotion will act as both a makeup remover and a moisturizer on the leather. It cleans up the accumulated wax residues and nourishes the skin.

TIP

Wrap your cloth (an old cotton t-shirt works just as well) around your index and middle fingers. Secure it with your thumb to create a flat surface.



Place a small amount of mink oil lotion on your cloth. Apply it to the entire shoe using small circular motions without applying pressure.

You can pay extra attention to the pleats to 'iron' them out.

Let it dry for a few minutes.

STEP 4

Maintain the welt and the small stitch seam

WHAT YOU NEED



Small brush

&



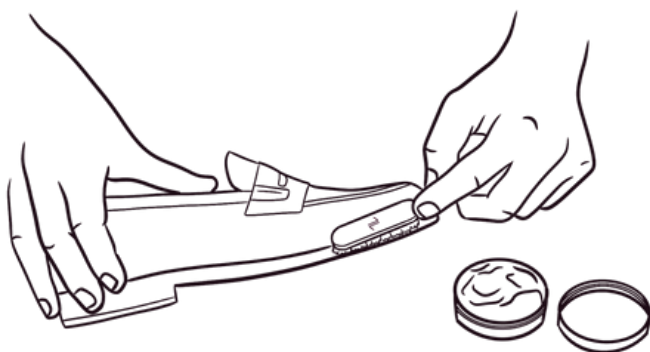
Saphir wax



This step is often forgotten or overlooked, yet it subtly contributes to the appearance of the shoe and extends its lifespan.

Dab your welt brush into the shoe polish pot.

Brush all around the shoe to nourish the 'blind' or 'small stitch' seam and its waxed thread.



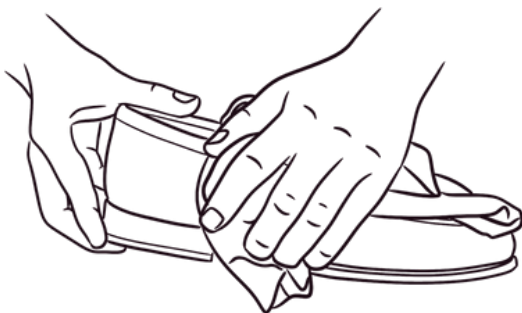
ADVICE

Feel free to extend into the side of the sole and the heel.

STEP 5

Remove the excess cream

Shape the cloth into a ball and rub it over the entire leather surface to remove the excess mink oil lotion applied at step 3. The overall appearance will immediately change from matte to shiny.



You can also rub the heel and the sole's edge (known as the 'outsole') to make them shine nicely!

STEP 6

Wax and polish

WHAT YOU NEED



Saphir wax

&



Smooth cloth

ADVICE

Use a slightly darker shoe polish than the color of your shoe's leather. This will give it a subtle patina over time and prevent the leather creases from standing out and the seams from lightening.

Take your cloth and wrap it around your index and middle fingers, then apply a small amount of shoe polish to the entire surface of your shoe.



STEP 7

Glaze

WHAT YOU NEED



Saphir wax



Smooth cloth



Water Drop
Dispenser

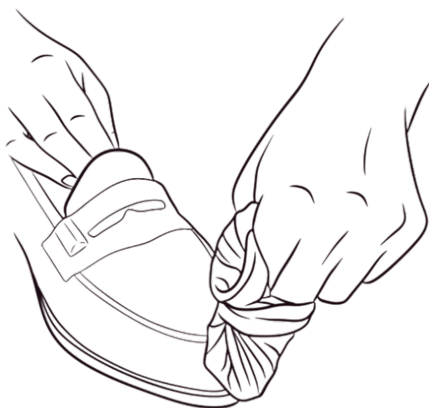


The glazing is an optional step that will provide additional protection to the front of the shoe and, most importantly, give it a glossy appearance, which is particularly elegant.

We do not recommend glazing a new shoe. The leather will evolve during the first wear, stretch, and flex to the shape of your feet, causing flex creases to appear.

Open your shoe polish tin and apply a small amount of water to its lid if you don't have a water drop dispenser.

Wrap your cloth around your index and middle fingers. Apply a bit of polish to the area to be glazed using small circular motions, without applying any pressure.



Then add a drop of water and continue these small circles. The goal now is to replicate these two steps, polish/water, to achieve the perfect combination that gives it that glossy appearance.

Multiple layers may be necessary. The secret is not to press too hard and to 'listen' to the leather.

ANNEXES

Which polish for which leather?



Cognac crust calf

Mahogany Wax



Burgundy crust calf

Burgundy Wax



Chocolate crust calf

Dark Brown Wax

ANNEXES

Which polish for which leather?



Black box calf



Black Wax



Raw calf for patina



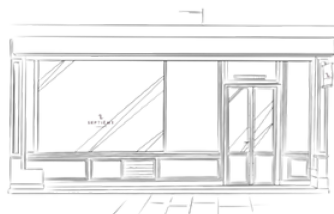
Neutral Wax

ANNEXES

Shoe Care Lesson

Enjoy a personalized experience with 7L Shoe Care Courses. Guided by one of our shoe experts, learn all the steps to maintain your shoes.

Put these valuable tips into practice on your own shoes. All the necessary materials (shoe polish, lotion, shoe trees, etc.) are provided.



RIVE DROITE

Book



RIVE GAUCHE

Book

ANNEXES

The must-haves



Essential Kit

All the accessories necessary for shoe care gathered in a 7L kit



Saphir Omni'Daim

With its small natural silk brush, this cleaner works deep and removes all kinds of dirt on suede calf



Saphir Sneaker Cleaner

Formulated to gently remove dirt, dust, stains, and other residues accumulated on leather, canvas, or synthetic surfaces