



## “ I dance as never before”

*“The shoes are a great success and I am saving £24 every 4 to 6 weeks on Chiropody Fees.”*

*“Since buying Shandals® I have a new lease of Life.”*

*“I only take off Shandals® to go to bed.”*

*“Without my Shandals® my Career as a Dance Teacher would have continued in a lot of pain. Now I am pain free.”*

*“I admire excellence; there is not a lot of it left in the world. Take a bow.”*

*“My golf has improved.”*

*“For once it is a pleasure to write a cheque.”*

What is so great about my shoes that solicit such wonderful quotes from my clients?

Put your weight onto your hands and you naturally spread your fingers out to distribute your weight.



This is how our toes were born to be.  
Free.

Yet, buy the time we grow old, our feet are damaged in some way or other. We have got athlete's foot, corns, ingrown toenails, hammers toes, flat feet, crooked toes, blisters, calluses, Morton's Neuroma, bunions, knee and hip problems and aching painful feet.

Why?

The damage is done by pointy, ill fitting manufactured, cheap shoes.

Wearing pointy shoes for years will eventually damage our feet and impair our balance.

Gradually, imperceptibly, over time, we become less mobile, less active, more retiring. We put on weight, so enjoy life less.

More importantly we become less stable on our feet and vulnerable to falls.

Falls are the major cause of accidental deaths and injury in older people in Britain.

Pointy Shoes prematurely age your feet, so will prematurely age you.

Throw them away; they could shorten your Life.

Vow now to live a longer more active Life by investing a little of your capital in buying my feet shaped shoes, hand made by your own personal Shoemaker.

Vow now to stride, skip and dance into your dotage.

Hello, my name is Alan James Raddon - Shoemaker.



I make Shoes, Shandals and Rope Soled Slippers and I make them by hand.

In my shoes your corned squashed little toes will heal. Your circulation will improve, so your cold feet will warm. Hammer Toes have a chance to straighten; your athlete's feet have a chance to breathe.

Why?

What is so different between the shoes I make, compared with cheap manufactured shoes.

First it is the shape.

They are the shape of normal healthy feet. They have a straight inside edge, a low heel and a broad toe box.

The lace-up design holds the feet firmly back into the heel of the shoes, leaving the toes free to heal and strengthen as the toes spread and each toe, especially the cramped little toes, take their fair share of your weight.

I use a very special leather not used in Traditional leather shoes, but was designed specifically for the rigours of Hydraulic Engineering to create oil seals under great pressure and heat.



It is soft and flexible, so your unique footprints embed into the soles.

All these qualities bring wonderful relief to tired or sore feet.

Crucially your balance is enhanced in my shoes because your toes can stretch and spread. So weakened under used muscles are exercised, so they gradually and naturally strengthen, tendons stretch, so your feet and legs rejuvenate.

Stronger toes reflect in stronger arches, ankles and legs. Combined with a low heel, the back of the legs stretch, which is reflected in a more upright elegant posture.

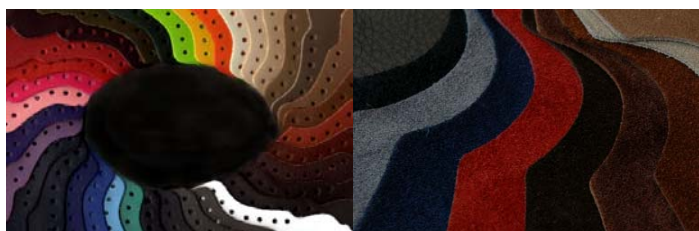
Your natural gracefulness of movement, elan, dignity, stature, and youthful vitality is restored - recharged.

Walking becomes an entirely different experience - a smooth, rolling, rhythmic energising walk with immense strength, agility and control of movement.

Clients find themselves on their toes more, they become light on their feet - they start to dance.

I make The Uppers from soft, full grain Italian leather in over thirty beautiful colours.

I then fully line The Uppers in super soft Suede or leather.



One of the unique features of my shoes is the Hand-made Leather Laces. I take long one-inch Strip of leather, skive it from 1.8mm to 0.5mm. Then glue two lengths of waxed Polyester Braid on either side to reinforce the laces, then roll the edges over and sew, then scissor them into two laces.

I usually make the laces from the same leather as the uppers so that they match, which looks fabulous, or alternatively I make them from another colour like Blue laces with Black Shoes or Red Laces with Navy Blue Shandals.

The combination can be really effective, especially when they match the colour scheme of your clothing. So, it is a good idea to consider ordering a number of different coloured laces when first commissioning a pair of Shoes or Shandals.

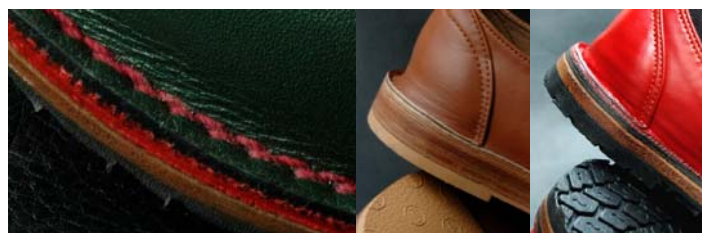
Most manufactured shoes are designed to be thrown away after the soles have worn out.



They are designed with Built in Obsolescence.

They are designed to be consumed, so you have to buy a new pair. It is a waste of skills and energy, precious materials and your money. And they end up as rubbish in Landfill or polluting beaches.

I have designed my shoes to be repaired, with double out-soled stitching for extra strength and durability.



I protect the soft leather soles with rubber soles that can be replaced when they are wear out.

In my original Classic shoes, I use two layers of thick soft leather for the soles, which are protected from wear with thin, hard wearing rubber soles.

The alternative is to use one layer of soft leather with Dinky Tyre Soles, which have more grip, so you are less likely to slip and they are lighter and more flexible than my Classic shoes.

I like both, but tend to choose the latter to wear nowadays.

Because my Shoes, Shandals and Rope Soled Slippers are hand made to your specifications - for example, if your feet have deeper arches than average, or are broader than most. Or you need a deeper toe box or have any other oddities, then it is simple to make the changes to the Patterns and the Lasts to make the alterations to accommodate your feet comfortably.

## Shandals®

Although Shandals® were originally designed for Grandmothers with damaged feet - bunions etc., young people just love them because you can wear Shandals® all day and dance in them all night.

Shandals come in three designs - Slip-on, Buckle and Lace-up and in two width fittings.



The **Slip-on Design** has no adjustment over the arch, so you either fit into them or not, although I can make minor adjustment to the patterns. Those with normal healthy feet tend to fit into them best.

The **Buckle Design** has more adjustment over the arch, but not a great deal. The Buckles are solid brass and come in a Nickel finish, if you prefer a silver buckle.

The **Lace-up Shandals** have the most adjustment over the arch and are the most therapeutic of the three designs.

If you have damaged feet or bunions then I recommend the Lace-up design because the Arch tends to collapse, flatten with a bunion: a bit like in Judo when the wrist is twisted and the whole body has to somersault. The Toe thong guides the Big Toe straighter, which lifts the arch, which is then embraced and supported by the soft Uppers when the laces are tightened.

## Rope Soled Slippers.

Indoors I wear my Rope Soled Slippers, a pair of red Slip-on Shandals with rope soles with matching red leather armchair.



I came to Shoemaking in 1976 after my Wholefood Shop and Restaurant in Aberystwyth closed. I had the idea

of writing a book for Vegetarians on How to make Rope Soled Footwear.

For 10 years it was a hobby, but in 1986 I decided to start using leather for the soles to make repairable Rope Soled Slippers.

For outdoors I chose a soft leather for the soles to reflect how the feet imbedded into the rope soles and the rest is history.

The Designs of the Uppers are exactly the same as my Shoes and Shandals® made in fine leather fully lined in supple suede and stitched to 5-6 mm thick, soft leather soles.

The Rope Soles are made from over 200 feet of 5mm Jute Thread. I hand plait eight separate threads into a rope 12 to 15mm square, roughly 10 to 12 feet long for each Slipper. These are coiled and hand sewn into soles, then Invisibly Stitched by hand to the Uppers.

The resulting comfort is unsurpassable, blissful - supreme.

Personally, I like to keep my Rope Soled Slippers on my Night Storage Heater, so that there will be a warm welcome for my feet in the morning or when I come home at night. Such luxuries are a real pleasure and set the mood of the day and one's homecoming.



Worn indoors they will last years, but eventually the rope soles will fray and wear.

Fortunately, because I designed my Rope Soled Slippers to be repaired, new soles can be sewn onto the Uppers. You have the choice of sending them back to me for a repair or repairing them yourself - I can supply you with the Jute and my book 'How to make rope soled footwear'.

So how much are my Shoes, Shandals and Rope Soled Slippers and how do you order a pair?

Nowadays it is a rare luxury to have a pair of shoes made for you by the actual designer, in almost any colour you fancy, in beautiful, lush, high quality materials, especially when it is combined with a fast, unique, personal service.

When you want to talk to me, you will not have to go through a call centre in Delhi or listen to endless automated options, I am available to speak to any time of the day, most days a week.

When you buy a pair of Shandals® or Shoes from me you are not just buying a pair of shoes. You are buying my service, my expertise, my intellect, my philosophy, my integrity, my uniqueness. You are buying the thousands of hours and countless thousands of pounds I put into developing my footwear. And, you will be investing just a little of your capital in your future mobility and vitality.

# Prices.

While my Stock of Shoes and Shandals® are small, I try to have pairs in every size, in every style, usually in black, but not in all the thirty odd colours I offer.

If I do not have a pair in your size, then I will make a pair in your size probably in black - black Shoes sell better than Pink Shoes, so that you can try them on for a fitting. If they fit and you want them, then I charge the full Made to Order price.

Stock Prices reflect a simple, quick transaction between you and me - they fit, you buy them.

I do have a few pairs in Stock that are cheaper and some that are more, like Brogue Shandals® and a few that cost more, like my one-off Rope Soled Slippers and Art Pieces.

I make Shoes and Shandals in children's sizes and up to size 14 and in half sizes.

## Prices from Stock.

Abbreviations.

Single soles with Dinky Tyre soles & heels - SD

Double soles with Topy soles & heels - DT

For smaller sizes subtract £20, larger sizes at £20

Sizes	2-3	4-5	6-7	8-9	10-11	12-13
SD	£309	£329	£349	£369	£389	£409
DT	£334	£354	£374	£394	£414	£424

## Prices of Made to Order.

My prices for made to order shoes and Shandals® reflect a more time consuming transaction - a more unique and personal service and of course, you have a choice of over 30 wonderful colours.

Sizes	2-3	4-5	6-7	8-9	10-11	12-13
SD	£359	£379	£399	£419	£439	£459
DT	£384	£404	£424	£444	£464	£494

Uppers made from materials other than leather like Worsted Pin Stripe suit material, fully lined in Suede are £75 more.

Add £150 for my repairable Rope Soled Slippers.

If you would like to commission an Art Piece then I will quote you.

## Made to Measure and Bespoke Shoes and Shandals.

Often clients have odd size feet, which is not so much of a problem in Shoes, but with Shandals® it shows. If this is combined with Bunions or different volumes over the Arch and Metatarsal Arches then you will require a Made to Measure pair or a Bespoke Pair depending on the severity of the problem. It may require new patterns, Lasts being built up (Lasts are the wooden feet models, shoes are made around.) and in some cases, prototype shoes made in unlined leather before making the finished shoes.

The extra cost averages between £20 - £50. If it is going to cost any more than £50 I will ring you to discuss

the price.

If after I have quoted you a price, and you decide not to continue, then I will return your full deposit.

## Extras.

Information Packs by post including swatches of leather and photograph are £5, which I return if you put an order in or return the Information Pack.

Shoemakers only make money when they are making, so to cover the costs of looking at your measurements, writing you a letter, packing Shandals or shoes and driving to the Post Office I charge an initial cost for P&P&Admin is £15.

Extra P&P - £8.50. Connolly Hide Care - £10 inc. P&P. Extra laces - £12.50.

Studio Consultation - £30.00.

My book How to make rope soled footwear - £7.50 + £1.50 P&P

## Payment.

I like to trust my clients. The £50 deposit secures your order and your place next in line.

Once we have agreed on any adjustments after the first fitting then I will make you a pair and post them to you. If you are happy with them then I expect payment of the balance by return of post.

## Returns.

Not often, but sometimes a client is not happy

If you have bought shoes from stock and change your mind and return them unworn, in good condition within 10 days, I will refund all your money less £50 for admin and postage.

If I make you a pair without any alterations in the colour and soles you want and return them unworn, in good condition within 10 days I will give you a refund less £75 for admin and postage.

If I make you a pair with alterations to the Patterns and Lasts, or in odd sizes and want to return them unworn, in good condition within 10 days I will give you a refund less 50% for the time taken to make them and admin and postage.

## How to Order.

Ordering by post is simple.

Send me £50 deposit and measurements - see below, and I will send you a pair of Shoes or Shandals® to try on for fit. If they fit and you like them, send me the balance.

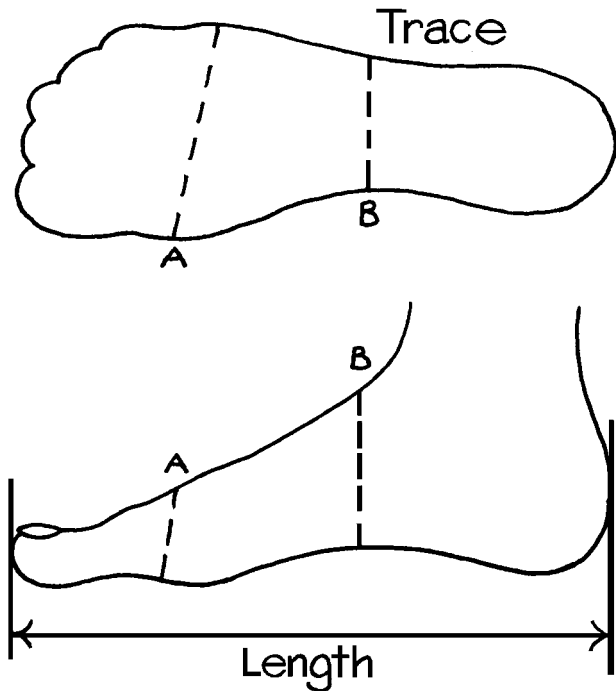
**If you decide that my Shoes or Shandals are not for you, post them back by First Class Post and I will return your full £50 deposit back without any quibble.**

**Therefore, it will cost you nothing to try on my shoes.**

If you like the Shoes or Shandals® I send you, but they do not quite fit or you would prefer another colour, we discuss what changes to make over the phone while you are wearing them, take a few more measurements, decide what colour you prefer, then you return them by First Class Post and I make you a pair to your specifications.

# How to measure your feet.

To understand your feet I need the outline of both feet and measurements of their exact length and measurements around the **circumference** of the Metatarsal Arch (A) and Arch (B).



**Outline.** You will need a sheet of paper or cardboard and a friend or partner to help. Place the sheet of paper on a book on top of carpet or hard floor. Stand erect with your feet six inches apart. Then ask your friend to draw the outline of your feet keeping the pen in a vertical position as close to the foot as possible. Tilt your pen and draw under the arch to give me an idea of how high or low your arches are.

**Length.** On the same sheet of paper put the edge of the paper and your heel against a vertical surface (A door frame wall or set square.) Make a mark at the end of the longest toe then measure the exact length from heel to toe.

If you want to order Shandals® and you have bunions your feet may lengthen slightly when they are straightened, so please also measure the length with your big toe straightened.

**Girth.** I will need measurements of the **circumference around the Metatarsal Arch (A)** - The widest part of the foot from the Big toe joint over to the little toe joint and the **circumference of the Arch (B).**

Use a tape measure and measure in either millimetres or inches. (I prefer Millimetres)

Please take care to be accurate. Measure twice to be sure. Inaccurate measurements can lead to delay, cost you money and me time. **If you have any problems with measuring give me a quick ring to discuss alternatives.**

## By Appointment Only.

Clifton, Aberarth, Wales, SA46 OLW.

Tel:-01545 570 904

If you have problem feet or want to visit me in my Studio on the West Wales Coast, then you are welcome.

I give priority to those that take the time to visit me; even so, I still like to see measurements before you arrive so that I can prepare and light a fire, put the kettle on and make sure that I have Shoes or Shandals® in your size in stock for a fitting.

I do not see people without an appointment.

Being a 'Cottage Industry' I am open weekends, so a visit can be combined with a weekend break in the fresh clean air and stunning views and space of West Wales.

**So please ring 01545 570 904 for an appointment, directions and local hotels.**

I charge £30 for a Studio Consultation.

