



# Boot Shopping Online 101

*At BootHeaven.com, we love boots...Of course! If you've come this far, you obviously have a thing for boots too! To help fellow boot-loving gals like yourself, we developed the following guide for finding boots that are a "perfect fit" -- for your comfort, style AND budget! Sometimes, locating unique boots in the latest styles that fit your feet and your personal style doesn't even require stepping into a store.*

## Choosing The Right Boots For You

When you begin your quest for the perfect boots, you first have to ask yourself: What is the right type of boot for my feet and my needs?

Everyone's feet and needs are different. Climate, venue and comfort level are the main categories that dictate which boots to wear. For each of the four seasons, you will need different boots. The same is true for the types of places you will wear your boots. What works at the office or at church may not necessarily be a perfect fit for outside sled riding, out at a club or on an intimate date. The style you choose must meet your personal comfort requirements as well. We realize that some ladies will ditch comfort in the name of cuteness, but with so many boots available these days you should be able to find a cute pair that is comfortable too.

## What to Look For in Boots

There are several factors to consider that will help you decide the type of boot that will work best for you. Heel height/design, overall fit, toe shape and flexibility are a few of the main factors, as detailed below:



- **Heel height and shape?** A heel like the stiletto is a sexy choice, and many women—and men's—personal favorite. It can make legs look shapely, even in boots that rise to or above the knee or above. A shorter, chunkier heel may make more sense for your everyday wear. The options are almost endless, and the choice is up to you!
- **Tight & Sexy or Loose & Relaxed?** Boots that hug your calves are sexy, but boots that are looser with insulation are better suited for traveling and adventuring outdoors. Where are you going to wear your favorite boots?
- **For Fashion or Function?** How much will you be on your feet when wearing your favorite boots? Square-toed boots will better meet your needs for hiking and walking, while more narrowed or "pointy" toed boots may fit your fashion sense in other situations.
- **Be flexible!** Flexibility in the sole area is important. When the boot bends easily, it will be more forgiving for your legs even when on your feet all day long. Harder soles make your foot and leg muscles work a bit harder, which is good for some people.

## What Size Boots?

Purchasing boots is a little different than buying other types of footwear. When selecting a pair of boots, you may want to choose one size larger than you normally wear in other shoes. (HINT: This is especially true for winter boots since you may wear a pair of thick socks under them.) Additionally, you should consider the fact that for most people, the foot opposite from the hand that you write with is the larger of the two.

Purchasing the size you need will help ensure comfort, flexibility and continued wear. Finding a perfect fit in boots manufactured in a foreign market can be difficult. Your best bet is search the store for a shoe size conversion chart. Women's boot sizes generally run small, but you can decide your size based on the size chart available.

| US/Canada | UK | Europe | Japan |
|-----------|----|--------|-------|
| 4         | 2  | 34.5   | 22    |
| 5         | 3  | 35.5   | 23    |
| 6         | 4  | 36.5   | 24    |
| 7         | 5  | 37.5   | 25    |
| 8         | 6  | 38.5   | 26    |
| 9         | 7  | 40     | 27    |
| 10        | 8  | 41     | 28    |
| 11        | 9  | 42.5   | 29    |
| 12        | 10 | 43.5   | 30    |
| 13        | 11 | 45     | 31    |
| 14        | 12 | 46.5   | 32    |

*For your convenience, Bootheaven.com has also included the International Shoe Size chart to the right.*



### *Best Deals on Boots*

When shopping for boots these days, the possibilities are endless. While local malls and specialty shoe shops may have just what you want, you certainly aren't limited by their selections. In fact, one of the most rewarding places to shop for boots is through online venues. Because shopping online eliminates the actual "footwork" of shopping, it enables you to shop around in more places for the best deal. With such vast choices, inexperienced online shoppers might feel a bit overwhelmed. The best place to begin your online search for the perfect boots is at the clearance and the sale items first. Be on the lookout for great deals!

One key thing to keep in mind when shopping online for boots is the cost of shipping. Boots tend to be a bit heavy, and shipping can add up if you are purchasing several pairs. Many retailers will offer free shipping for orders totaling over a certain amount, so combining your order can pay off. Of course, some bargains may be so outstanding that paying the price of shipping is well worth it to bring your new boots home.

So, how much should you spend on a pair of boots? That really depends on your budget, preferred makeup material and intended use for your new boots. For instance, certain types of boots such as those constructed of leather, suede, sheep skin and other types of luxurious and long-lasting materials will cost significantly more. However, you can also choose boots made of faux materials of the same look which will be much more affordable and, most likely, more durable for rougher wear and tear.

### *Safe Purchasing Online*

When making any purchase online, it is important that your transactions are safe. Before entering your information to place an order, read the store's return policy. Review it carefully for any restocking fees which may be charged to you in the event of a return, or any fees incurred for using a certain type of credit card. You will not find these charges in most reputable stores, so be sure to read the fine print before purchasing!

According to data security experts, it's best not to use your debit card for online purchases but to use your credit card instead. Most credit card providers these days offer fraud protection. This will help safeguard your account even in the event of your card being compromised. If you are not sure what type of fraud protection your credit card company provides, review the materials that came with the credit card when it was issued to you or simply call your credit card provider. When shopping on foreign websites, you may need to convert U.S. dollars into the currency of the website's host country. This is a simple task, and you can use an online currency converter to figure the cost.

### *More Secrets for the Best Deal...*

Watch for special sales dates to take advantage of the best savings possible. Also, keep an eye open for free shipping offers. If you can combine free shipping during a sale, you are bound to find a great deal!



### *Go...Bargain Hunt & Gather Your Boots!*

*After reading the BootHeaven.com Boot Shopping 101 Guide, you should be ready to shop for the best deals and the latest fashions online. You can begin your shopping experience at [this link here](#), to find your best styles of boots. **Have fun!***



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*The Divine Source for Boots<sup>SM</sup>*