

How to Polish Shoes Like a Pro to Make Them Like-New and Watertight

From the looks of the average man on the streets, shoe polishing has become a lost art. Sadly, footwear is not getting the care it once did. Some guys resort to buying inexpensive, trendy shoes and replacing them—or not!—once they look scuffed.

This is an impractical approach to shopping, as an expensive pair of classic shoes will outlast several pairs of cheaply made ones, with the right maintenance. Not to mention the fact that a pair of designer shoes will add to your sharp look and get you noticed!

Sometimes, the problem is not that a man doesn't want to be bothered with the task of polishing, but that he simply doesn't know how to polish shoes.

Why should *you* learn how to polish shoes? First of all, polishing keeps your footwear looking like new. It moisturises the shoe leather to keep it from cracking and splitting with age and wear.

Watch The "How to Polish Shoes" Video Tutorial

Simply [CLICK HERE](#) to view the explanatory video tutorial in full HD.

Over the course of an average day, driving, walking, and accidentally bumping your feet against objects can lead to tiny scratches and tears in the shoe leather. With time, these blemishes fade the colour and dull the shine of your shoes.

More obvious scuff marks cover a larger area and can usually be seen on the toe or heel. After about three to five polishing sessions, you can restore the new look of your shoes, as the shoe polish fills in these marks and re-creates a smooth surface.

Polishing also makes your footwear watertight, provided you know how to polish shoes correctly. It's important to cover all seams and joints with polish in order to achieve this benefit. Watertight shoes resist damage and last far longer.

So, are you ready to find out how to polish shoes the best way? Let's get started.

How to Polish Shoes

In addition to your leather shoes, you'll need:

- one large brush for removing dust, dirt, and excess shoe polish
- one small shoe polish applicator brush
- a tin of polish in the same colour as the shoes (I use Kiwi shoe polish, simply because it's cheap *and good*.)
- a shine cloth
- some newspaper to protect the surface on which you'll be working.

STEP 1 – Brush of dust and dirt



First, remove the laces from your shoes and set them aside, far from any shoe polish, so they'll stay clean and out of harm's way. Start by brushing the dust and dirt off your dry shoes, using the large brush.

STEP 2 – Apply shoe polish



Use the applicator brush to massage shoe polish into the leather upper of the shoe. Alternate circular and back-and-forth motions. Make sure to apply plenty of shoe polish into all seams and in the joint between the upper and the sole. This helps to waterproof the shoes.

Repeat steps 1 and 2 with the other shoe.

STEP 3 – Wait 30 minutes



Recap the shoe polish tin, and let the shoes air-dry for about 30 minutes.

STEP 4 – Brush of excess shoe polish



After 30 minutes of drying, use the large brush to remove any excess polish that has not been absorbed by the leather. Brush down and away from you, to ensure the polish dust is collected on the newspaper.

STEP 5 – Make your shoes shine



When you have given both shoes a thorough brushing, use the shine cloth to bring out the gloss. Rub with light, rapid movements, until you're satisfied.

STEP 6 – Relace your shoes



Finally, relace the shoes. You can download and use our Classic Lacing Pattern Illustration simply by sharing this “How to Polish Shoes” tutorial.

Leather shoes should be polished a minimum of once every month or, if they are worn daily, as much as once a week.

The Finer Points

Now that you've read—and hopefully practiced—the basic steps of how to polish shoes, we'd like to give you some details.

As I've mentioned, I'm partial to Kiwi shoe polish. It's a high-quality brand that also happens to be very affordable. Better yet, Kiwi shoe polish is available all over the world. If you're a jet-setter, count on this product, and you'll never be without a tin of shoe polish when you need it.

Choose a shining cloth that's made from cotton, polyester, or nylon. Don't use a microfiber cloth; you're not removing the shoe polish, but rather buffing it to a shine. It's important that the cloth doesn't shed fibres onto your freshly polished shoes. (If that's the look you're going for, choose suede shoes!). If you're not sure of where to get hold of one buy a shoe shining kit.

A Word on Shoe Trees

If you're not using shoe trees in your shoes, you're doing yourself a disservice. Shoe trees offer many benefits. They absorb moisture—both sweat and water from the environment—from the leather. In the case of cedar shoe trees, you'll get odour reduction as well.

A shoe tree also maintains the shape of the shoe. This is especially important when you're packing a suitcase, as shoes can easily be crushed by the other contents. Trees are also useful when you're caring for your shoes; they give the shoes weight and form while you're cleaning, polishing, and lacing them.

Remember the beginning of this tutorial, where I called out men who don't care for their shoes? Don't be that guy. Take a few minutes to learn how to polish shoes. Both you and your shoes will be glad you made the effort, and the few minutes you spend will be repaid several times over.

Products In This Tutorial

To find a list of the products seen in this tutorial **CLICK THIS LINK:** <http://apparelillustrated.com>