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by Elyse Glickman

toms shoes



Stepping Toward Tomorrow

A few weeks ago, we featured Lily Holt's high-end bejeweled shoes, which are fashioned in Argentina by local craftspeople. **TOMS Shoes**, a different kind of carefully crafted footwear from Argentina has taken lovers of casual chic and comfort by storm. Early adoptors include **Tobey McGuire**, **Sienna Miller**, **Eva Longoria** and **Robert Downey Jr.**, and who could blame them when comfort comes with a healthy serving of colors and prints to suit every taste and stripe (literally) as well as breathable canvas, resilient soles and soft leather in soles for maximum comfort?

TOMS is the original concept of **Blake Mycoskie**, an established entrepreneur who took time away from the L.A. fast lane to find rest and inspiration in South America. In January 2006, his journey took him through Argentina and put him back in touch with what was most important in life. He quickly immersed himself into the Argentine culture, learning to sail, tango and play competitive polo, becoming more and more at home in the foreign land, invigorated and inspired. Mycoskie couldn't help but be touched by impoverished people in Argentina, and was moved to visit and help out in villages without fresh water and where few, if any, of the children had shoes. The lack of basic needs contributed to many health issues, infections, and in the most extreme circumstances, even death.

"Inspired by Alpargatas, the trusted utility shoe of Argentine workers, and affected by traditional by continent's poverty and health issues, **I launched TOMS Shoes in May 2006, with a specific goal--To make life more comfortable for the wearer and the beneficiary**," explains Mycoskie. "**We match every pair purchased with a pair to a child in need. When you buy a pair of TOMS, we will give a pair to a child on your behalf.** I was overwhelmed by the spirit of the South American people, especially those who had so little. And I was instantly struck with the desire -- the responsibility -- to do more."

TOMS are available locally at **Kendo, Milk, American Rag Cie, Maude Carrin and Wolf** as well as **Scoop** in New York City and www.tomsshoes.com.

This week, TOMS will save a few soles this week with **2 readers winning a new pair of TOMS shoes**. However, given their reasonable prices and the cause Mycoskie is supporting, we recommend buying a pair and taking them for a spin.

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