

## pump it up

### A revolutionary new diet prescribes leather, not protein

**A**t the end of a hard day, it's nice to treat yourself. Looking forward to sinking into the couch or reading that new romance novel is often the driving force that gets us through the day. Unfortunately, we take the "treat" too literally and end up on that couch with novel in one hand, bonbons in the other. Dr. Isabelle Shaw is urging women who are trying to lose weight to tweak their self-reward system and switch their objects of lust from Ben & Jerry's to Jimmy and Manolo. In Shaw's new book, *The Shoe Diet*, a month without muffins means snakeskin stilettos, a successful 5K run means silk ballet flats, and so on. Because we're already prone to salivating over shoes, we approve wholeheartedly of Shaw's technique, which includes some very sensible diet and exercise tips. We've compiled some tantalizing morsels to help you get started—and, yes, shopping *totally* counts as cardio. —K.P.

**kick-start your diet!** As an incentive to make good on your New Year's resolution to lose weight, set your sights on these Ferragamos (Neiman Marcus, 100 Plaza Frontenac, 314-567-9811). Professional enough for work yet stylish enough for happy hour, they'll give you the strength to pass by the office candy jar and make that a rum and diet Coke.

**You're halfway there!** You've resisted temptation and are feeling light on your feet. Celebrate with a night out wearing these Manolo Blahnik jewels (Neiman Marcus), whose silver glitz will have all eyes on a well-deserving you.

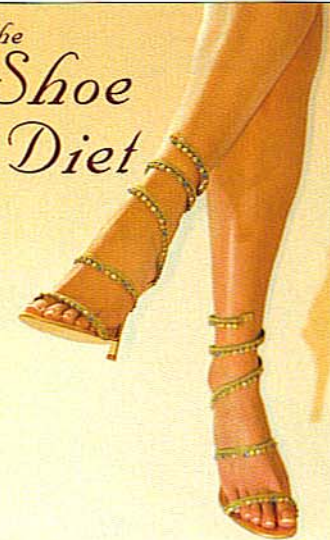
#### Those last five pounds!

As if spring break in the Bahamas weren't enough, now you can use these Christian Louboutins (Neiman Marcus) as inspiration for the next step. They're the ideal accent for your beautiful bikini body.

**bonus round!** Save these timeless beauties as a reward after you have completed a particularly daunting goal, like running a marathon or climbing Everest.

Once the swelling goes down, you'll want all eyes on your incredibly able feet, lovingly cloaked in these Gianmarco Lorenzi beauties (Wish, 9765 Clayton, 314-432-0800).

## The Shoe Diet



Isabelle R. Shaw, PhD

## ➔ now open

A four-footed furry friend awaits you at the **HUMANE SOCIETY OF MISSOURI'S CHESTERFIELD VALLEY CENTER** (17357 Edison, 636-530-0805, [hsmo.org](http://hsmo.org)). • There's no question what you'll get at the **CHOCOLATE CHOCOLATE COMPANY** (1828 Wentzville Parkway, Wentzville, 636-639-1666, [chocolatechocolate.com](http://chocolatechocolate.com)). • **KIRKWOOD SHOE** (1640 Clarkson, 636-536-1603, [kirkwoodshoe.com](http://kirkwoodshoe.com)) makes it easy to be comfortable. • The new **PULSE boutique** (1644 Clarkson, 636-519-4022, [pulsestl.com](http://pulsestl.com)) is happy to take the burden of making you look awesome onto its trendily clad shoulders. • **DESIGNS OF THE INTERIOR** (1656 Clarkson, 636-530-5970, [dotichesterfield.com](http://dotichesterfield.com)) peddles home accessories from the functional (lamps) to the farcical (Vilnius obelisk replica). • Only at **MELROSE TO MANHATTAN** (6933 Hampton, 314-353-7920, [melrosetomanhattan.com](http://melrosetomanhattan.com)) can the words "trendy," "upscale" and "affordable" be used together without a trace of irony. • Get your toenails painted while your fingernails clack away at your e-mail at **CHRISTOPHER STEVENS, THE SALON** (2020 Washington, Suite 105, 314-241-8900), where the perks include Wi-Fi and valet parking. • Treat your newly adopted fur baby to fresh rawhide and something squeaky at **PETCO** (3853 E. Main, St. Charles, Ill., 630-513-1170, [petco.com](http://petco.com)). • Last month a mover in Michigan dropped a dishwasher. Benefit from his folly at **WHAT A DEAL APPLIANCE** (1211 S. Fifth, St. Charles, 636-946-6444), which sells slightly dinged new appliances at a fraction of their list prices. • **THE AG STORE** (36 Maryland, 314-361-6161, [agjeans.com](http://agjeans.com)) will put a spring in your step and give a lift to your seat with Adriano Goldschmied's famously flattering jeans.

