



Footwear & Politics

By Thomas Crockett • May 01, 2024

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Footwear brands and retailers are joining an important letter to President Biden on 301 tariffs. More on this initiative below.

Sign the footwear company letter on 301 tariffs



FDRA is organizing a footwear company [letter](#) to President Biden calling for the immediate elimination of 301 footwear tariffs.

🔑 **Why it matters:** The Biden Administration is looking for ways to 🙌 limit inflation. Some in the Administration have also called for a more 🎯 targeted approach to tariffs.

- 🚩 As FDRA continues to advocate, removing footwear tariffs provides a unique opportunity to help U.S. consumers during a critical time.

👉 **Join the letter:** If your company wants to join the letter, we need to know how you want your company's name to be listed on the letter and where your company is based (city and state).

- We are just listing company name and location on the letter. No signatures are needed. Email Thomas Crockett at tcrockett@fdra.org by 📅 Friday, May 10 to join the letter.

💬 **Tell me more:**

- The letter highlights the connection between tariffs and inflation: “Since the implementation of the 301 tariffs, retail footwear prices have risen sharply. In 2022 these prices soared at the fastest annual rate since the early 1980s.”
- The letter addresses the myth that consumers will not see duty savings: “The hyper-competitive nature of the mass retail footwear market requires companies to fiercely compete for the business of cost-conscious consumers through competitive pricing. We are confident that removing 301 tariffs will alleviate a costly burden in this key area and translate to immediate savings for our shoppers.”

[Read the draft letter](#)

Thanks for reading this week's Footwear & Politics update. Feel free to share this newsletter with others on your team. Have a great rest of the week!

Thomas

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