



Statement from Matt Priest, President, and CEO of FDRA, on the Road Ahead in 2025

WASHINGTON, D.C. – Today, Matt Priest, President and CEO of Footwear Distributors and Retailers of America (FDRA), released the following statement:

"As we look ahead to the opportunity of a new year, it's clear that 2024 brought its fair share of challenges. From rising costs and sluggish retail sales to an unprecedented election, American consumers and retailers alike are entering the new year with anxiety and unease about what lies ahead.

"With President-elect Trump preparing to take office, we remain hopeful for a thoughtful, surgical approach to his tariffs and trade policies that deeply impact our industry and the families we serve. Simply put, tariffs on footwear are a hidden tax on hardworking families — Americans see it that way and understand they ultimately bear the cost. Higher tariffs will raise consumer prices, and lawmakers should be aware that these decisions will affect not just families but also have the potential to influence the outcome of the 2026 midterm elections.

"As I've previously stated, we are eager and ready to work with the incoming administration to develop strategic policies prioritizing American families and putting them first."

To schedule an interview with Matt Priest, please contact FDRA at fdracomms@cgagroup.com.