

## ICYMI: Tariffs Dominate Headlines – FDRA’s Matt Priest Warns Footwear Tariffs Are Hitting American Families the Hardest

**WASHINGTON, D.C.** – In case you missed it, recent headlines are buzzing about tariffs, with growing concern over their impact on industries and consumers alike. But while the tariff debate heats up, **Footwear Distributors & Retailers of America (FDRA) President & CEO Matt Priest** sounds the alarm on one key issue being overlooked: footwear tariffs and the burden they place on American families, particularly for women and children.

**“Just a few weeks ago, no one was talking about tariffs. Now, it’s the focus of every conversation, and that’s a step in the right direction. Tariffs impact industries across the board, so it’s great to see this issue finally receive the attention it deserves.**

**“But let’s not let the tariffs on footwear get lost in the broader discussion. These tariffs are hitting American families the hardest, adding unnecessary costs to something as basic as the shoes they rely on daily. No matter who wins the 2024 Presidential Election, tackling this issue must be a top priority from day one.”**

Below are a few recent articles highlighting the growing conversation around tariffs:

- Footwear News: [Shoe Execs Uneasy About Trade Policy Ahead of Presidential Election](#)
- Bloomberg: [What Really Happens on the Ground When the US Slaps Tariffs on China](#)
- Associated Press: [Trump favors huge new tariffs. What are they, and how do they work?](#)
- Bloomberg: [Trump, Harris Are Both ‘Anti-Trade,’ Business Lobby Chief Says](#)
- CNN: [3 charts that help explain how Trump’s tariffs would work](#)
- Yahoo Finance: [FDRA Is Helping Shoe Brands Map Their Supply Chains](#)
- Vox: [Trump and Harris could raise taxes without asking Congress. Congress should stop them](#)

As the leader of the largest and most effective footwear association in the United States, Matt Priest’s insights on these trade discussions are essential for understanding how they affect the footwear industry and the broader economy. FDRA advocates for trade policies that are fair and balanced, reducing the heavy burden that current tariffs impose on American families. Tariff relief is a critical step toward ensuring trade policies work for everyone, especially families trying to make ends meet. As tariff talks continue to build momentum, FDRA remains committed to ensuring that footwear tariffs stay front and center—because families feel the daily impact.

Visit the FDRA [website](#) for more information. To schedule an interview with Matt Priest on the state of the footwear industry, please email [fdracomms@cgagroup.com](mailto:fdracomms@cgagroup.com).

**About:** FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the industry. Serving the full footwear supply chain, it boosts its members’ bottom lines through innovative products, training, consulting on footwear design and development, sourcing and compliance, trade and customs, advocacy, and consumer and sales trend analysis for shoe retailers around the world. FDRA supports 500 companies and brands worldwide, representing 95% of the total U.S. footwear industry.