

ICYMI: Post-Election, FDRA's Matt Priest Calls for Renewed Focus on Footwear Tariffs Impacting American Families

WASHINGTON, D.C. – With the presidential election settled and as President-elect Donald J. Trump prepares to take office on January 20, **Footwear Distributors & Retailers of America (FDRA) President & CEO Matt Priest** made it clear through various media engagements that he intends to work with the incoming administration to put American families' wallets first. He also stressed the shared mission of supporting American families and consumers through targeted tariff reform.

“Now is the time to unite our nation and create solutions supporting all Americans' financial security. We look forward to working with President-elect Trump and his administration to address high footwear tariffs that impact American families and the over 300,000 jobs supported by our industry.

“While tariffs on strategic items may offer certain benefits, those on consumer essentials like footwear add unnecessary costs for American families, particularly women and children. We're prepared to work with the administration on practical solutions to reduce these burdens and expand American footwear jobs over the next four years.”

Below are a few recent articles featuring FDRA:

- Footwear News: [How a Second Trump Term Could Impact Footwear: Taxes, Tariffs, Trade and More](#)
- New York Times: [With Trump Tariffs Looming, Businesses Try to 'Run From a Moving Target'](#)
- Yahoo Finance: [Trump's proposed tariffs could be a big hit to discount retailers, footwear companies](#)
- Sourcing Journal: ['This New Sheriff Loves Tariffs': Industry Groups on the Problems and Potential That Come With Second Trump Presidency](#)
- NBC News: [What Trump's return to the White House could mean for the economy and taxes](#)
- CNBC: [Trump's proposed tariffs could raise prices for consumers and slow spending](#)
- Footwear News: [Everyone Is Buzzing About Trump's China Tariffs: Here's How Under Armour, Wolverine, Steve Madden and Tapestry Are Preparing for 2025](#)

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.

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.