

PRESS RELEASE | March 13, 2025

ICYMI: FDRA's Matt Priest Joins CNBC's The Exchange to Discuss Decline in Consumer Confidence and the Impact of Tariffs on American Families

WASHINGTON, D.C. – This afternoon, **Matt Priest**, President & CEO of the [Footwear Distributors and Retailers of America \(FDRA\)](#), appeared on CNBC's The Exchange with Kelly Evans.



Priest emphasized that tariffs are a hidden tax on American families, driving up the cost of essential goods like footwear. He further explained that the impact is undeniable, particularly for the footwear industry, and sales are plummeting, signaling broader economic concerns. WATCH the full video [HERE](#).

Recent Coverage on Footwear and Inflation Trends:

1. **Footwear News** – [FDRA's Matt Priest Says Trump's Additional 10% Tariff on China Would Be 'Catastrophic' for Some Shoe Companies](#)
2. **Footwear News** – [Shoe Prices Slowed 'Modestly' in February – But New Tariffs Could Dramatically Change That, FDRA Warns](#)
3. **CNBC** – ['I'm not going to bend at all': Trump doubles down on tariff plans as stocks sink](#)

For more information about the survey or to schedule an interview with **Matt Priest**, please contact FDRA at fdracomms@cgagroup.com.

About FDRA

FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the footwear 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. Learn more: fdra.org