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ICYMI: FDRA's Matt Priest on PBS NewsHour and NPR on How Trump's Tariff Push Is Undermining Consumer Confidence, Slowing Demand, and Straining American Businesses

WASHINGTON, D.C. – In case you missed it, **Footwear Distributors & Retailers of America (FDRA) President & CEO Matt Priest** joined PBS NewsHour and NPR's 1A to break down how President Trump's sweeping tariff announcement is hitting American families, workers, and businesses hard — particularly in industries like footwear that rely on global supply chains.



[WATCH PBS NEWSHOUR SEGMENT HERE](#)

In both segments, **FDRA's Matt Priest** outlined the real-world consequences of President Trump's tariffs. He pointed out that footwear has long faced some of the highest average tariff rates of any consumer good, with some duties reaching up to 67%. Now, under the new measures, certain children's shoes are hit with duties as high as 220%.

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



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Priest also pointed to declining consumer confidence and weakening demand, noting that higher prices at checkout will deepen the strain on American households. “Tariffs don’t just hit businesses — they hit every American shopper,” **Priest said.** “They’re a hidden tax that disrupts supply chains, hurts job growth, and makes it harder for retailers to keep their doors open.”

FDRA continues to sound the alarm. We’re urging Congress and the Administration to work with the footwear industry to avoid long-term harm to U.S. supply chains, job growth, and economic stability. Now more than ever, we need innovative, modern trade policies—not short-term decisions that come at the expense of American prosperity.

Stay tuned for more updates and insights from Matt Priest and the FDRA team in the weeks ahead.

Recent Coverage on Footwear Trends:

- **PBS:** [What tariffs and trade war threats mean for the U.S. footwear industry](#)
- **WVTM:** [Alabama shoe store owner expects new tariffs to affect prices](#)
- **Reuters:** [Clothing retailers delay orders, freeze hiring as tariffs hit](#)
- **AP:** [Tariffs will make sneakers, jeans and almost everything Americans wear cost more, trade groups warn](#)

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