

Footwear & Politics

By Thomas Crockett • Apr 29, 2025

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FDRA sent a letter to President Trump today from 76 footwear companies urging relief from the tariffs.

Critical FDRA member-only information below.

Footwear company tariff letter to President Trump



76 footwear companies and brands sent a [letter](#) to President Trump today asking him to exempt footwear from reciprocal tariffs.

Why it matters: Earlier this month, President Trump said he may consider exempting some companies from tariffs, “There are some that have been hard. There are some that, by the nature of the company, get hit a little bit harder. We’ll take a look at that.” [Read more.](#)

Tell me more: A few key points from the letter:

- American footwear businesses and families face an existential threat from such substantial cost increases. Hundreds of businesses face the prospect of closure. Tens of thousands of jobs are at stake. Many orders have been placed on hold, and footwear inventory for U.S. consumers may soon run low.
- Footwear is hit particularly hard by the tariff actions, because the U.S. government already places a significant tariff burden on our industry before any new tariffs are added. For example, children’s shoes often have rates of 20 percent, 37.5 percent, and higher, *before accounting for the reciprocal tariffs.*
- The new reciprocal rates are stacked on top of the existing high footwear tariff rates, meaning that many American footwear companies will now have to pay a tariff ranging from more than 150 percent to nearly 220 percent.
- The tariffs will not drive shoe manufacturing back to the U.S. It takes significant capital investment and years of planning to shift sourcing. The new tariffs in fact remove the business certainty that is needed to make these types of investments and erase almost all the necessary capital. There is also a reciprocal tariff on the machinery and materials needed to make footwear in the U.S.

The letter states, “The American footwear industry does not have months to adjust business models and supply chains while absorbing this unprecedented and unforeseen tariff regime ... We are deeply concerned about imminent U.S. footwear job losses, added costs for consumers, and reduced consumer spending that will fundamentally hamper our industry and harm the entire U.S. economy.”

[Read the Letter](#)

Please keep the questions coming. We’re on stand-by to handle your inquiries in realtime.

Matt and Thomas

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