

PRESS RELEASE | July 2, 2025

Statement from Matt Priest, President and CEO of FDRA, Following U.S.-Vietnam Trade Agreement

WASHINGTON, D.C. – Today, **Matt Priest, President and CEO of Footwear Distributors and Retailers of America (FDRA)**, released the following statement following the U.S.-Vietnam trade agreement:

“Vietnam is essential to the U.S. footwear supply chain, especially for athletic shoes. In 2024, we imported 274 million pairs from Vietnam, accounting for over half of all athletic footwear imports by volume and value. With \$10.6 billion in shipments last year, Vietnam is on pace to become our largest supplier in 2025. Disrupting that pipeline with additional tariffs would hit American consumers and our industry hard.”

“Many of these shoes already carry a 20% tariff, particularly popular athletic styles. Piling new tariffs on top of that isn’t just unnecessary—it’s bad economics. The administration should acknowledge the steep footwear duties already in place and avoid adding more strain to American families and businesses.”

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

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 97% of the total U.S. footwear industry. Learn more: fdra.org