



Footwear & Politics

By Thomas Crockett • Jul 24, 2025

Smart Brevity® count: 2 mins...578 words

This week FDRA held the 3rd annual Sneaker Day on the Hill with the Congressional Sneaker Caucus. A few highlights below.

FDRA on the Hill for Sneaker Day



FDRA and legendary Nike designer Wilson Smith spent the day on Capitol Hill as part of the third-annual Sneaker Day on the Hill. This event is organized with the bipartisan [Congressional Sneaker Caucus](#), which aims to bring Members of Congress together over a shared love of shoes.

🏆 **Sneakers on the Hill:** As part of the event, held on July 23rd this year, Members of Congress and congressional staff wore their favorite pair of kicks to work on Capitol Hill. Awards were given out for the 5 best sneakers.

🎤 **Special presentation:** Wilson shared his incredible story with lawmakers and their staff. He led a dynamic congressional briefing that highlighted the importance of design, innovation, footwear jobs, and the influence of footwear on culture.

👟 **Sneaker display:** Congressional staff also viewed an amazing sneaker display that was curated by Sean Williams. The collection helped illustrate the history and evolution of sneakers and featured iconic shoes that have played an important role in shaping culture, entertainment, and sports through the years.

👍 **Footwear jobs:** FDRA President & CEO Matt Priest moderated the event. We opened with a video on the many U.S. footwear jobs behind every pair of shoes.

- As these legislative staffers think about policy and key issues like trade, we urged them to remember the impact on U.S. footwear jobs in design, innovation, materials, sourcing, logistics, warehousing, marketing, and retail. Watch FDRA’s video [Behind the Sneaker](#).

[View the event photos](#)

Some press on the event



Congressional staffers view a collection of iconic sneakers as part of Sneaker Day 2025

NOTUS: “Big wigs from the Footwear Distributors and Retailers of America also gave presentations about their work in the footwear industry, including Wilson Smith III, who famously worked with tennis superstar Serena Williams on her shoe designs when he was a design director at Nike. Matt Priest, the Footwear Distributors and Retailers of America’s CEO, told NOTUS the organization works with lawmakers on shoe donations and drives, as well as tariffs and trade policy.” Read the article [here](#).

Washington Examiner: “Nike Senior Designer Wilson Smith III gave a presentation on his background and history designing sneakers for Nike, and the Footwear Distributors and Retailers of America hosted the event. ‘Sneakers is that one really powerful thing, a cultural thing, that brings people together and really unites us,’ FDRA President and CEO Matt Priest told the Washington Examiner. ‘A staffer just said to me, Sneaker Day on the Hill is my favorite holiday, and that encapsulates it perfectly,’ Priest later added.” Read the article [here](#).

Spectrum News: “As part of Sneaker Day, lawmakers and their staff had the opportunity to show off their shoes, from Nikes to New Balances, and hear from Wilson Smith III, a famous Air Jordan designer who worked with athletes like Michael Jordan himself and Serena Williams. They were also joined by the Footwear Distributors & Retailers of America. Awards were given out for the best kicks.” Read the article [here](#).

Roll Call: “Congressional staffers check out footwear on display — including a limited edition sneaker, center, released by Nike to commemorate President Barack Obama’s 2009 inauguration — for the Congressional Sneaker Caucus’ Sneaker Day in the Longworth House Office Building on Wednesday.” Read the article [here](#).

Thanks for reading this week’s Footwear & Politics update. Feel free to share this newsletter with others on your team. Have a great rest of the week!

Thomas

Was this edition useful?



[Leave feedback](#)

Your responses are anonymous