



# Footwear & Politics

By Thomas Crockett • Jul 30, 2025

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With just days left until the August 1st reciprocal tariff deadline, President Trump made multiple tariff announcements today:

🚫 **End of de minimis:** President Trump issued an executive order today suspending de minimis treatment for low-value shipments into the U.S.

- Effective August 29th, **de minimis is no longer available for shipments from ! any country.** De minimis is currently suspended for products from China and Hong Kong. The Big Beautiful Bill would have ended de minimis for all countries in July 2027 ... not in 4 weeks.
- **Go deeper:** Read the [Executive Order](#) and [White House Fact Sheet](#).

🇮🇳 **25% added tariffs for Indian-made goods Friday:** We highlighted in last night’s FDRA Tariff Alert (read [here](#)) that India was an area of concern for a big tariff increase Friday, because it did not receive a tariff letter from President Trump.

- This morning, President Trump announced, via Truth Social, he will apply a 25% tariff Friday on products from “our friend” India, along with a yet-to-be-announced “penalty” for India’s buying Russian oil and military equipment.
- **Yes, but:** The President said later in the day, India and the U.S. are still negotiating.
- 🇨🇳 **Oh, also:** This raises concerns about China as well, since it is also a big purchaser of Russian oil. Last week, President Trump threatened secondary tariffs of 100% on any country that buys Russian oil, if no progress is made toward ending the war in Ukraine. Treasury Secretary Scott Bessent communicated this possibility to his Chinese counterparts during their trade meetings in Sweden this week.

🇧🇷 **50% added tariffs for Brazilian-made goods:** President Trump issued an executive order today that raises tariffs on Brazilian goods from 10% to 50%, effective August 6th.

- The President declared a “national emergency” regarding Brazil and invoked, once again, the International Emergency Economic Powers Act (IEEPA).
- In July, President Trump first announced the 50% Brazil tariff threat, partly in response to Brazil’s prosecution of former Brazilian President Jair Bolsonaro over alleged involvement in a coup to overturn the election in Brazil.
- **Yes, but:** Brazil was not even on the reciprocal tariff list. The U.S. runs a trade surplus with Brazil, so goods from Brazil were previously set at the universal 10% tariff rate, even on April 2nd.
- **Go deeper:** Read the [Executive Order](#).

**Copper:** The President also announced a 50% tariff on copper pipes and wiring today, following a Section 232 national security investigation by the Department of Commerce. Read the [White House Fact Sheet](#).

**As always, we will send out key updates to FDRA members as we receive them.**

Thanks for reading. We’re available for any questions or comments you have in the meantime.

Matt and Thomas

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