



Footwear & Politics

By Thomas Crockett • Jul 07, 2025

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The Trump Administration has *officially* extended the reciprocal tariff deadline via executive order, this time to August 1st.


- You can access the executive order below.
- The action covers all countries impacted by the threat of reciprocal tariffs set to take effect July 9th before today’s order.

[Executive Order for 8/1](#)

Oh, also: The president ended up sending letters to 14 countries announcing new tariff rates that will soon hit if no deal is reached.

The new tariff rates: The president shared the letters outlining the new rates to the following countries on Truth Social:

- Japan (25%), Korea (25%), South Africa (30%), Kazakhstan (25%), Laos (40%), Malaysia (25%), Myanmar (40%), Tunisia (25%), Bosnia and Herzegovina (30%), Indonesia (32%), Bangladesh (35%), Serbia (35%), Cambodia (36%), and Thailand (36%).
- **Effective date:** The new duty rates will take effect on August 1st. This gives the countries a few more weeks to continue to negotiate with the U.S. for a better deal.


 **Our thought bubble:** We believe that the announcement targeting these 14 countries is likely intended to maximize American negotiating leverage for an agreement prior to the new self-imposed August 1st deadline.

 **Go deeper:** The White House also released a fact sheet about today’s action that you can access below:

[WH Fact Sheet on Trade](#)

Get involved: Make sure you join us tomorrow for our weekly member call at 2 PM EDT.

- We have more critical intel and details regarding Vietnam and the letters to share with you on the call, so you won’t want to miss it.
- **Side note:** The implementation date of the U.S.-Vietnam agreement, while not finalized, will not necessarily track with the August 1st date.

 **One more thing: Matt will be on Bloomberg tonight at 9:30 PM EDT to talk about the impact the president’s actions will have on our industry, so tune in if you’re interested.**

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 might have.

Matt and Thomas

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