



Footwear & Politics

By Thomas Crockett • Oct 10, 2025

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In a Truth Social post Friday, President Trump announced 100% tariffs on Chinese products on November 1st ... on top of the 30% added tariffs he’s already imposed (and on top of the already-high base rates for footwear).

What he said: “Starting November 1st, 2025 (or sooner, depending on any further actions or changes taken by China), the United States of America will impose a Tariff of 100% on China, over and above any Tariff that they are currently paying.” The U.S. will also impose export controls on “any and all critical software.”

Our thought bubble: The 90-day trade truce between the U.S. and China ends around November 9th. Both sides may be amping up the pressure and trying to negotiate from a position of strength leading up to that crucial deadline ... **!** but this new back and forth between the two countries risks another major trade war.

!? What happened?!: A lot has happened between the world’s two largest economies over the last 48 hours.

- **🇨🇳** Yesterday, China announced new export controls on rare earth minerals that take effect December 1st. China already dominates the global supply of these critical components used in smartphones, computers, consumer electronics, electrical vehicles (EVs) and more. China also announced export restrictions on EV battery technologies that take effect in November.
- **🇺🇸** President Trump responded earlier today with a Truth Social post saying the U.S. was considering a policy of massive tariffs in response. He also said he was canceling his upcoming meeting with Chinese President Xi Jinping, which was planned to take place in two weeks in South Korea.
- **🇺🇸** President Trump’s issued another post this evening, stating, “It has just been learned that China has taken an extraordinarily aggressive position on Trade in sending an extremely hostile letter to the World, stating that they were going to, effective November 1st, 2025, impose large scale Export Controls on virtually every product they make, and some not even made by them.”

🚩 FDRA President & CEO Matt Priest issued the following statement tonight:

This news poses a significant threat to U.S. retailers and brands that still rely heavily on China for footwear production. China remains a dominant source for shoes imported into the U.S. Any disruption—whether tariffs, trade tensions, or logistics shocks—can quickly drive-up costs and create uncertainty for consumers.

While companies have learned from past challenges and built more resilient sourcing networks, footwear supply chains are highly complex, and China’s scale and efficiency remain difficult to replace. I hope President Trump considers how his trade decisions will impact families and the footwear industry ahead of the holiday season.

Get involved: Make sure you join us for the FDRA Weekly Member Call on Tuesday, October 14th at 2:00 p.m. ET to get all the latest analysis.

- Sign up here if you’ve never registered for the call:

FDRA Weekly Member Call

Thanks for reading. We’re available for any questions or comments you might have.

Matt and Thomas

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