

## FDRA Calls for Stronger Efforts to Combat Counterfeiting in Global Footwear Markets

WASHINGTON, D.C. – The **Footwear Distributors and Retailers of America (FDRA)** submitted [comments](#) to the Office of the U.S. Trade Representative (USTR), calling for increased action to tackle counterfeiting and strengthen protections for American consumers and businesses. In its comments on the 2023 Notorious Markets Review, FDRA highlighted the persistent threat posed by counterfeit footwear, which continues to harm U.S. companies, cost jobs, and deceive customers.

Counterfeiting is a growing concern for the U.S. footwear industry, with global e-commerce platforms enabling the sale of counterfeit goods on a large scale. The [USTR's 2023 Notorious Markets List identified key marketplaces linked](#) to these illegal practices.

“Counterfeit footwear not only undermines trust in our brands but also threatens the safety of consumers,” said **Matt Priest, President and CEO of FDRA**. “We must continue to press for stronger enforcement mechanisms to combat these illicit markets.”

You can view FDRA's comments to the USTR [HERE](#).

FDRA also supported legislative efforts like the [SHOP SAFE Act](#), which would hold e-commerce platforms accountable for selling counterfeit products. This bill, co-sponsored by Senators Chris Coons (D-DE) and Thom Tillis (R-NC), aims to protect consumers by requiring online marketplaces to adopt more robust verification protocols for third-party sellers.

“Counterfeit footwear puts U.S. consumers at risk and threatens jobs in our industry. As these illicit goods become more sophisticated, it can be impossible for customers to distinguish a legitimate product from a knockoff. The SHOP SAFE Act is a key step in the fight against counterfeits. It will incentivize e-commerce platforms to implement best practices to prevent bad actors from selling counterfeit goods on their sites. We applaud these leaders in Congress for working together to protect American individuals and families,” said **Matt Priest, President and CEO, Footwear Distributors and Retailers of America**.

More information on the SHOP SAFE Act, including a quote from Matt Priest, can be found on Senator Coons' website [HERE](#).

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](mailto:fdracomms@cgagroup.com).

**About:** FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the 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 95% of the total U.S. footwear industry.