

ICYMI: FDRA's Matt Priest Speaks on CNN About Trump's Tariff Impact Ahead of Critical Holiday Shopping Season

WASHINGTON, D.C. – In case you missed it, **Footwear Distributors & Retailers of America (FDRA) President & CEO Matt Priest** was featured on CNN and CNN International to address President-elect Trump's plans to enact tariffs on products from Mexico, Canada, and China on day one of his administration. As the footwear industry approaches its most critical shopping season, Priest highlighted the potential impact these tariffs could have on retailers and consumers.

- [CNN Headline: Retailers Warn of Potential Price Hikes Amid Tariff Threats](#)
- [CNN International Headline: Trump Vows to Hike Tariffs on Mexico, Canada, and China](#)
- [CNN Headline: Trump Vows New Tariffs on Mexico, Canada, China On Day One](#)

Matt Priest's November 26 statement on President-elect Trump's proposed tariff plan:

"We hope President-elect Trump rethinks these tariffs as they relate to footwear, as such measures would place an unnecessary burden on American families when budgets are already stretched thin. A 25% tariff on products from Mexico and Canada and a 10% tariff on goods from China would directly increase costs for retailers and consumers, leading to higher prices on everyday essentials like shoes.

"During this holiday season, Americans do not want to see or hear about an additional tax on items they need most. Families deserve relief, not policies that make it harder to afford gifts, winter essentials, and footwear for the new year.

"We urge the President to consider the profound impact these tariffs will have on working families and the broader economy. We stand ready to work with the administration and lawmakers to find solutions that support American consumers and the industries that serve them."

As the leader of the largest and most effective footwear association in the United States, Matt Priest's insights on these trade discussions are essential for understanding how they affect the footwear industry and the broader economy. FDRA advocates for trade policies that are fair and balanced, reducing the heavy burden that current tariffs impose on American families. Tariff relief is a critical step toward ensuring trade policies work for everyone, especially families trying to make ends meet. As tariff talks continue to develop, FDRA remains committed to ensuring that footwear tariffs stay front and center—because American families feel the impact daily.

continued

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.



Recent Reports on Footwear Trends:

- 2024 U.S. National Survey: [Public Perception of Trump's Economic Policy Related to Taxes and Tariffs](#)
- FDRA: [2024 Holiday Shoe Sales Forecast](#)

Recent Coverage on Footwear Trends:

- CNN: [Trump Vows New Tariffs on Mexico, Canada, and China on Day One](#)
- LA Times: [Trump's proposed tariffs could bring higher prices for groceries, cars and clothing](#)
- Axios: [1 big thing: Distressed retail in tariff crosshairs](#)
- New York Times: [With Trump Tariffs Looming, Businesses Try to 'Run From a Moving Target'](#)

Visit the [FDRA website](#) for more information. Matt Priest will be in NYC from December 2 to 4 to discuss the impact of President-elect Trump's proposed plan to enact tariffs on day one of his administration. To schedule an interview with Matt, please email fdracomms@cgagroup.com.

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