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ICYMI: FDRA's Matt Priest on CNBC, CNN & MSNBC Discussing Trump's New Tariff Plan and Its Impact on American Families, Businesses

WASHINGTON, D.C. – In case you missed it, **Footwear Distributors & Retailers of America (FDRA) President & CEO Matt Priest** appeared on CNBC, CNN, and MSNBC following President Trump's April 2 announcement of sweeping new tariffs. Priest joined leading national outlets to break down what the policy means for businesses, workers, and consumers across the country.

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During his interviews, Priest made clear that the proposed tariffs would significantly disrupt retail operations, particularly in industries like footwear that rely on complex global supply chains. He warned that these actions will likely raise prices for American families and increase pressure on small and mid-sized businesses already facing tight margins.

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He emphasized that tariffs are a tax on American consumers and questioned the effectiveness of using them as a negotiating tactic without a clear long-term trade strategy.



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Priest also addressed the ripple effects across the labor market on MSNBC, noting that as companies look to balance budgets, jobs may ultimately be at risk if the cost of doing business continues to rise.



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As the tariff debate takes center stage, FDRA will continue to serve as a leading voice for the footwear industry, advocating for innovative trade policies that protect American jobs, promote economic stability, and keep costs low for working families. Stay tuned for more updates and insights from Matt Priest and the FDRA team in the weeks ahead.

Recent Coverage on Footwear Trends:

- New York Times: [Americans' Reactions to Trump's Tariffs Range From Worried to Enthusiastic](#)
- Reuters: [Clothing retailers delay orders, freeze hiring as tariffs hit](#)
- Footwear News: [Nike, Deckers and More Shoe Stocks Are Getting Pounded After Trump Tariff Moves 'Far Worse' Than Expected](#)
- AP: [Tariffs will make sneakers, jeans and almost everything Americans wear cost more, trade groups warn](#)
- CNBC: [Trump's massive 46% Vietnam tariffs pummel Nike, American Eagle and Wayfair](#)
- OPB: [High tariffs could be 'catastrophic' for footwear and apparel companies like those in Oregon](#)
- Footwear News: [Trump's Tariff Blow Has Footwear Firms Pondering Cost Structure](#)
- Yahoo Finance: [Nike stock tanks along with other footwear retailers on Trump tariffs](#)

About FDRA

FDRA is governed and directed by footwear executives and is the only trade organization focused solely on the footwear 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. Learn more: fdra.org