Joann Urges Its Customers to Join It in Taking a Stand Against Trump’s Tariffs

On Tuesday, Joann customers received an email—not to share new offerings on the craft and fabric store’s website or to alert them to an end-of-summer sale. It was a call to action regarding President Trump’s pending tariffs on goods imported from China—which has been dubbed the “Made in America” tax. In the email, Jill Soltau,… https://www.adweek.com/brand-marketing/joann-urges-its-customers-to-join-it-in-taking-a-stand-against-trumps-tariffs/