Leigh Southward, Ph.D., CFCS

118 HOEC Building

School of Human Environmental Sciences

Apparel Merchandising and Product Development

Fayetteville, AR 72701

479-575-4311 office

479-575-7171 fax

[csouthwa@uark.edu](mailto:csouthwa@uark.edu)

EDUCATION

* BS Clothing, Textiles, and Merchandising, Mississippi University for Women
* MS Textiles and Apparel, University of Tennessee
* Ph.D. Human Ecology: Retailing and Consumer Sciences, University of Tennessee

COURSES TAUGHT

* AMPD 1013 Introduction to Clothing Concepts
* AMPD 2063 Quality Assessment of Apparel
* AMPD 4053 Historic and Contemporary Dress
* AMPD 5023 Social, Psychological, and Cultural Aspects of Dress

RESEARCH EMPHASIS

* Made in USA
* Consumer Perceptions of Apparel Quality
* University Faculty Dress