

# **Beth Myers**

**Department Chair, Associate Professor of Fashion Merchandising & Apparel Design at  
Georgia Southern University**

Statesboro, GA, US

Beth Myers works to find relationships between brands, consumers and the apparel they purchase.

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## **Areas of Expertise**

Consumer Behavior, Branding, Textiles, Apparel Merchandising, Fashion Trends

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## **Education**

**Auburn University**

Ph.D. Consumer Affairs

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