Lorynn Divita, Ph.D.

Associate Professor of Apparel Design and Merchandising at Baylor University

Waco, TX, US

Leading fashion researcher focuses on fashion forecasting, trend contagion & textile, apparel and retail industry topics

Biography

Dr. Lorynn Divita is an Associate Professor of Apparel Merchandising in the Department of Family and Consumer Sciences at Baylor University, where she has taught since 2002. Divita has taught courses on principles of art and design, merchandise planning and control, retailing trends and issues, fashion forecasting and apparel quality analysis. Her academic research focuses on fashion forecasting and the influence of contemporary culture on trend contagion. Divita is U.S. editor of the Bloomsbury Fashion Business Case Studies series and author of the textbook, Fashion Forecasting (Bloomsbury) and coauthor of The Why of the Buy: Consumer Behavior and Fashion Marketing (Bloomsbury). Her publications have appeared in academic journals, including the Journal of the Textile Institute, Journal of Fashion Marketing and Management, and Clothing Cultures published in England; Clothing and Textiles Research Journal and Journal of Textile and Apparel Technology and Management, published in the U.S.; and International Journal of Costume and Fashion, published in Korea.

Industry Expertise

Education/Learning, Textiles/Leather Goods, Apparel/Accessories, Retail, Writing and Editing

Areas of Expertise

Fashion Forecasting, Fashion Contagion, Fast Fashion, Contemporary Culture and Fashion, Fashion Merchandising, Textile Sciences, Apparel, Retailing

Education

University of North Carolina at Greensboro
Ph.D. Textile Products Marketing

University of Missouri
M.S. Apparel Manufacturing Management

California State University, Chico
B.A. degrees Fashion Merchandising and French

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