

1989 ITAA Fellow – Patricia Horridge



Patricia E. Horridge, Professor and Chair of the Merchandising, Environmental Design and Consumer Economics Department, Texas Tech University, has written many juried publications and taught and developed courses ranging from consumer problems in clothing to advanced merchandising of clothing and textiles. She is an active participant in ACPTC. Her leadership has resulted in dynamic textiles and clothing programs at the undergraduate and graduate levels including state-of-the-art facilities. She is a mentor who is generous with her time and expertise.