



AFTER SIX YEARS OF HELPING HER MOM SUCCESSFUL APPAREL BUSINESS, SOFFIA WARDY, LEFT, WILL TAKE THE LEAD OF SOFFIA LORRAINE LTD., TO CREATE FINE HOME ACCESSORIES OUT OF THE FACTORY IN EL PASO.

Business draws Wardy team closer

By **ROBBIE FARLEY-VILLALOBOS**
LOOKING EDITOR

Few mother and daughters have the opportunity to work as business colleagues the way Lorraine and Soffia Wardy have.

Lorraine, who came from Mexico to El Paso as a bride in 1966, launched her own Lorraine Wardy Enterprises 15 years ago. The apparel manufacturing company built a reputation keeping up

with fashions from denims to stretch fabrics and smoking jackets over the years. In the early years of her mother's business, Soffia learned the upscale retail business her family long had been associated with by managing her father's store Newport Beach store, while he managed his Amen Wardy's Palm Beach store. She was introduced to the business as a child when her parents had the El Paso Amen Wardy store on Mesa Street and where

Soffia's Flower Pot was a dessert listed on the store's restaurant menu. Her involvement with the family store changed little more than six years ago when her dad decided to change directions, closed his clothing stores and opened Amen Wardy Home Store in Aspen. "I wanted to start a linen company then. My mom was gracious and invited me to begin here since she already had a company going," Soffia said. "When I got here, she was really

designer beddings and linens.

"It's also a wonderful opportunity for us because we have one of the premiere home retailers in the country as one of our first accounts. And I think he actually likes the product," Soffia said.

Lorraine is glad to give her daughter her time at the helm and she cherishes the opportunity of working closely with her over the years. "It's a gift to get to work with her. Soffia has a very different approach to business and to life, so we're a very good compliment," Lorraine said. "And there's tremendous respect for each other's ability, so that makes it work."

busy and asked if I would join her company to help her. Six years later, she's tired of the apparel business and was looking for something new to do." So now the two are liquidating Lorraine Wardy Enterprises inventory that had sales of \$8 million annually and are focusing on a new enterprise: Soffia Lorraine Wardy Ltd, which will produce fine home accessories such as

Lorraine said that she's trying to position herself for retirement someday. And after Soffia set aside her own business plan to help mom, it was time to reciprocate. Soffia is thrilled at the opportunity to carry out her dream, but was especially glad to have a way to keep employees on the payroll at the manufacturing plant and offices at 180 Langtry. Lorraine said that her intention wasn't for her kids to take over one day: "I opened this business to fill a need, not thinking that my kids would take over, because I always was under the impression that they'd follow they're own dreams. But this is a wonderful dream."



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