



SOFFIA WARDY

970-710-6556 // soffiawardy.com // sofia@soffiawardy.com



It must have been a wonderful experience working alongside your famous father, Amen Wardy, in his fashion and home stores.

My dad was a creative genius, a gifted merchant, and a trendsetting retail tastemaker passionate about curating exceptional products, ensuring memorable customer experiences, and leaving a lasting legacy that deeply influenced my life and our family's business.

How long was Amen Wardy in business, and how many stores did he have?

At 17, my dad began his fashion career in El Paso, Texas, dressing celebrities and earning acclaim in top fashion magazines. Over nearly seven decades, he built a retail empire with stores in

prominent US locations like Newport Beach, Beverly Hills, Palm Beach, Boston, Dallas, Las Vegas, Scottsdale, Santa Fe, and finally, Aspen, where he operated for an impressive 31 years, leaving a lasting mark in the retail world.

Did Amen Wardy, Aspen close due to higher rents?

As a real estate broker, I appreciate the allure of national tenants for their higher rent potential, but our situation was unique. In late 2022, I initiated discussions with the new owner of our retail space, expressing our desire to renew the lease; initially, he showed a keen interest in retaining us. However, after months of trying to secure a renewal, his broker informed us that he had signed another

local tenant and declined our request to match or improve terms. Faced with extensive summer inventory, we had no choice but to liquidate, marking the end of an era and leaving a void in the Aspen community we had been a part of.

Why did you join Aspen Snowmass Sotheby's International Realty?

I joined Aspen Snowmass Sotheby's International Realty as a broker due to my extensive background in luxury retail, design, manufacturing, and operations. This seamless transition into luxury real estate leverages my acute attention to detail and the ability to cater to high-end clientele, establishing me as a trusted global luxury real estate advisor.