

# Mamaroneck husband, wife's tennis apparel business a smash

Pair provide quality clothing with a personal touch

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Mamaroneck's Mehdy and Domenica Karbid own a tennis apparel company called Loret Sports Apparel, which has been producing custom lines for small businesses and local clubs. Photos by Tania Sayayan/The Journal News

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**MAMARONECK** — Mehdy Karbid, a 34-year-old tennis pro and former Moroccan Davis Cup player, said his growing entrepreneurial venture has helped keep him connected to the world of tennis.

He and his wife, Domenica Karbid, Mamaroneck residents, are co-founders of Loret Sports Apparel, which manufactures tennis and sports clothing.

The idea for the [business](#), Mehdy Karbid said, came in 2003 when he was working as an assistant tennis coach at St. John's University in New York City, where he was pursuing a Master of Business Administration.

"He was getting complaints from players that the clothing wasn't as good it could be," Domenica Karbid said. "Most of the big brands were focused on golf clothing back then. They had the cooler designs."

So as part of his MBA project the next year, Mehdy Karbid developed a business plan to fill that void. The couple haven't looked back since.

Most of the manufacturing is done overseas; the business does about \$600,000 in annual sales, Domenica Karbid said.

Loret also sponsors up-and-coming players after evaluating their results, ranking and careers, and provides them with practice and competition apparel including shirts and shorts or skorts, as well as accessories.

"It's liberating to have your own business. There's nothing better than working to create something we love," Mehdy Karbid said. "If I see a player wearing Loret playing on center court, it makes my week."

Roman Borvanov, a professional player from Moldova who lives in Florida and is on the [Association of Tennis Professionals](#) World Tour, said he loved the quality of Loret clothing.

"I really like Loret's longer shorts for competition and the microfiber shirts, which are very light and comfortable," Borvanov said. "And they can be worn casually, which I love."

There are about a dozen local country clubs that carry Loret in their pro shops and academies, including Armonk Tennis Club, Mamaroneck Beach & Yacht Club, and Shenorock Shore Club in Rye. The company designs custom clothing for the clubs.

Guga Goncalves, who runs the tennis academy at Mamaroneck Beach & Yacht Club, said he liked the personal attention that came with working with a [small company](#).

"The big companies don't want to personalize on small orders. They don't care enough about me," Goncalves said. "Mehdy and Domenica have the right mentality and pay attention to individual clubs and pro shops, and they are willing to work with small orders."

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