



## ROSE JOYA PATERSON

March 25, 1926 - November 23, 2011

ROSE JOYA PATERSON, 85, died in her sleep at her home in Winter Park on November 23, 2011. Joya moved to Florida in 2000, shortly after retiring as President of S&S Industries in New York City. She had a long and successful career in the fashion and intimate apparel industry in New York. Starting as a designer's model, she worked with many designers and intimate apparel manufacturers. Joya left modeling to join S & S Industries. Under her management, S&S grew to a multi-million dollar corporation, with the lion's share of the world market in underwires for the dress, bathing suit, and brassiere industry. The Under Fashion Club in New York City awarded her numerous Femmy Awards for her achievements in the industry. Joya was named Woman of the Year several times, and Woman of the Century for her achievements in developing the underwire as comfortable support for women. She pioneered in marketing and customer support, both to the manufacturers and to women across the country. If you went to special fitting sessions at fine department stores, you may have been helped by her. Joya was quoted often in magazines and newspapers for her expertise in fitting and helping women to find the right support.

She grew up in Forest Hills Gardens in Queens, New York, and continued to live there most of her life. She was predeceased by her husband, Stephen Paterson, her brothers, John and Joseph DeLorenzo, and her sister, Marie Lynch. She is survived by her loving son, John Rumpel and his wife, Barbara. Also, nieces Nina Sygnecki, Victoria Kosey and Nicole Sprout and nephew

Rod Tabritzchi.

All who knew her were touched by her goodness and charm. She will be missed by many. She once told a friend that if God really loved you, he would take you in your sleep. We know she loves her Lord and Savior and He really loves her. Funeral Services will be held 9:00 am, Saturday, November 26, 2011 at St. Margaret Mary Catholic Church, 526 North Park Avenue, Winter Park, Florida 32789. In lieu of flowers, please send donations to St. Jude's Children's Hospital.

# Previous Events

## Service

NOV **26**. 9:00 AM (ET)

St. Margaret Mary Catholic Church  
526 North Park Ave  
Winter Park, FL 32789