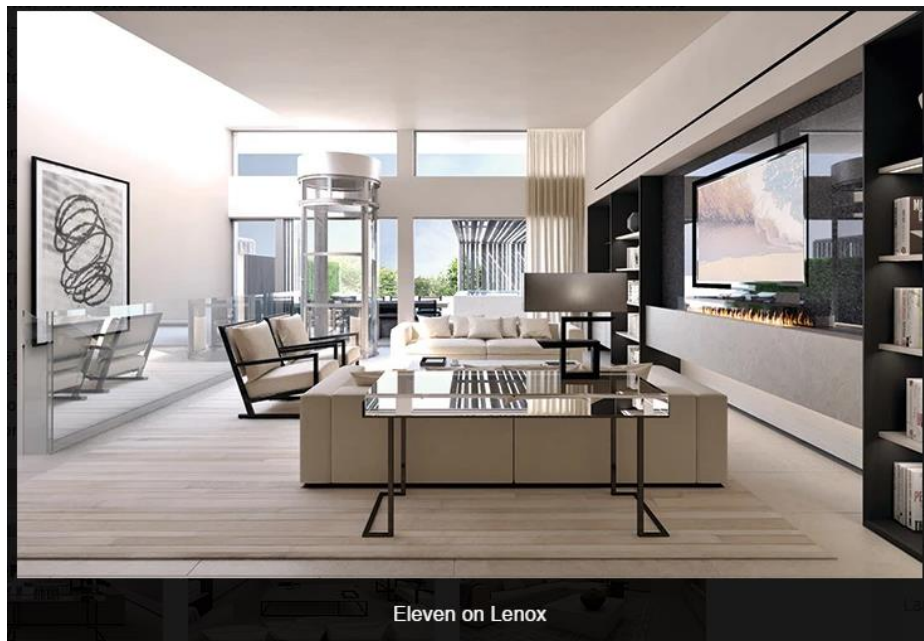


## Famed Designer Commissioned for New South Beach Real Estate Project.

January 19, 2017



One of South Florida's leading real estate developers, Masoud Shojaee of Shoma Group today announced that AD 100 designer Charles Allem of CAD International has been commissioned to design the interiors of Shoma Group's new ultra high-end collection of beach houses on Miami Beach, Eleven on Lenox.

Regularly named in Architectural Digests Magazine's top 100 list, the upper echelon of the world's top interior designers, Allem approaches each project individually, creating unexpected, sometimes even experimental, combinations that strive to elevate the environment to an art form. With an unprecedented knowledge of period styles and cultural influences, combined with an insatiable appetite for perfection, Allem's iconoclastic approach has made him the go-to choice for both A-List celebrities and discerning developers. Famous for creating the interiors of luxury properties and celebrity homes in Los Angeles and Hawaii, Eleven on Lenox is just the latest addition to CAD International's enviable portfolio.

For the visionary development, a collection of 11 state-of-the-art beach houses located within walking distance to Lincoln Road, Allem sought to redefine South Beach living

with a design that features a palette of organic shades and textures inspired by the project's beachside location.

"We focused on a specific palette for the residences, utilizing shades and textures reminiscent of the ocean and sand," said Charles Allem, Director of Design at CAD International. "The materials we selected – including honed materials, stone and marble – appeal to all senses, particularly sight and touch."

Working within a stone and sand color palette, Allem drew from the project's environment to create a unique lifestyle that sets itself apart from neighboring residences. From the moment you enter the property, you are greeted with modern landscaping and a tranquil water feature reminiscent of the nearby Atlantic Ocean. Spacious and bright, the beach houses feature well-appointed bespoke interiors with parchment-colored matte lacquer finishes and wood accents throughout following a neutral palette. The master bathroom fluidly merges precisely cut Pibamarmi Italian marble slabs and custom-made marble sinks and vanities, with two designer Dornbracht rain showers and a marble soak tub. The guest suites feature private lofts ideal for use as a library or office space. The project's kitchen includes Poliform kitchen cabinets, Gaggenau appliances and white Ceaserstone countertops, creating a flawless fusion with the open living space and light.

Ranging from 4,403 to 4,669 square feet – excluding outside terraces and balconies, the beach houses at Eleven on Lenox are realized over three expansive, fully-functioning floors that flow together seamlessly yet stand alone in beauty and purpose. The beach houses feature four bedrooms and four bathrooms spread across the first and second floors, with a half bathroom, all the living spaces and resort-style amenities strategically positioned on the third floor of each residence. This groundbreaking design allows the top floor to serve as the hub of the home, optimizing the views of the project's South Beach location.

"This exclusive collection of beach houses captures the spirit of the area, while elevating the standard of South Beach living as we know it," said Masoud Shojaee, President and Chairman of the Board at Shoma Group. "It is a refreshing take on the beach house and the reaction from buyers has been compelling."









