

On the scene at Shoma's Eleven on Lenox launch: PHOTOS

Shojaee schmoozed with well-heeled brokers and their clients during event last week

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Kathy Mejia, Madeleyne Sutton, Masoud Shojaee, Stephanie Mejia, Alina Sardinas and Fernando De Nunez

To help generate buzz for Eleven on Lenox, [Shoma Group's](#) first residential project on Miami Beach, company president Masoud Shojaee recently held a blowout launch party at Asian eatery NaiYaRa.

The night-time cocktail party was attended by agents from the project's marketing firm, One Sotheby's International Realty, plus Shojaee himself, Miami Beach brokers and their well-heeled clients.

[Shoma's project encompasses 11 townhouses](#) at 1030 15th Street, which range from 4,403 square feet to 4,669 square feet and in price from just less than \$3 million to \$4 million. Each three-story townhouse will have its own elevator, rooftop pool deck and two-car garage. The developer bought its 32,000-square-foot development site from telecommunications giant AT&T in May 2015 for \$6 million. Shoma hopes to begin construction by late fall of this year. — Sean Stewart-Muniz and Katherine Kallergis



Eleven on Lenox launch party



Enrique and Maripaz Pereira Corbdoba, Ana Vargas, Yoly Cuello, Sabina Covo, Daniella Cuesta and Stephanie Mejia



Stephanie Mejia, Sabina Covo, Sissy and Michelle De Maria



Daniel de la Vega, Stephanie Mejia, Michelle Frank and Cyril Matz