

## New Miami Luxury Brand Armina Introduces Award-Winning Designer Alena Capra as Spokesperson

**MIAMI, FL** – Armina proudly welcomes esteemed designer Alena Capra as spokesperson for its luxury brands, Armina Stone and Armina Casa, as the company embarks on an exciting expansion in the vibrant South Florida market.

As spokesperson for Armina, Alena Capra will play a pivotal role in showcasing the brand's commitment to quality and services. From appearing in advertisements and design-related content to offering expert advice and educational insight, Capra will bring a fresh perspective to the Armina brand and enhance the brand's visibility to impact the Miami market.

Alena Capra's remarkable career has been defined by her passion for design and innovation. A lover of all things tile and stone, she has established herself as a trusted industry ambassador for Coverings—the largest global tile and stone exhibition in North America for the past nine years. Her deep knowledge and expertise in the field has made her a respected figure within the design community.

In addition, Capra is a familiar face at Interior Design events and shows, where she shares her insights and expertise with audiences eager to learn from her wealth of experience. Her contributions to the industry have been widely recognized with features in national and regional publications and appearances as an on-camera personality. Capra currently serves as the host of "SoFlo Home Project," a weekly home design show airing on Miami's ABC affiliate. Her charismatic and informative style has captivated audiences and solidified her reputation as a leading voice in the world of design.

Furthermore, Alena Capra's dedication to giving back to the community through design aligns with Armina's philanthropic values. She frequently lends her expertise and uses her talents to inspire and uplift others through various charity projects.

"We are honored to have Alena Capra join the Armina family as our spokesperson for the South Florida market," said Emre Basman, Owner and CEO of Armina. "Alena's outstanding reputation, industry expertise, and dedication to community perfectly aligns with our brand values. With the upcoming launch of Armina Stone and the opening of Armina Casa, we are confident that Alena's partnership will further elevate our presence in Miami and beyond."

Armina is slated to open Armina Stone—a one-stop solution for natural stone offering a curated stone collection, innovative fabrication, and installation services all under one roof—late spring 2024. Their luxury showroom, Armina Casa, located in Miami's Design District is currently under renovation and poised to open late 2024.

Armina Stone Miami is located at 1800 W 4th Avenue, Hialeah, Florida 33010. You can learn more about Armina Stone, browse stone inventory, and stay updated on openings at <http://www.armina.com>.

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Armina, LLC is headquartered in Pittsburgh, PA with three Armina Stone locations serving Pennsylvania and the Tri-State area. Armina Stone is the premiere source for granite, marble, and quartz countertops and fabrication dedicated to the design, fabrication, and installation of both residential and commercial projects. Recipient of the "Best Kitchen & Bath Supplier" from Pittsburgh Magazine's 2020 & 2023 Reader's Choice Awards, The Cosentino Group's 2019 "Top Fabricator in North America" Award, and 2019 Smart 50 Award for Innovation, Impact and Sustainability. Armina is committed to providing the highest level of quality in both luxury products and services.

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