

ESEK

PRODUCT CATALOG

2026



ABOUT ESEK

Founded in 2024, ESEK is more than just an e-commerce platform-it's a movement. Our mission is to bring the world closer to Israel through its products and the remarkable stories of the creators behind them. Every item you purchase from ESEK carries with it the Israel's entrepreneurial spirit, its creativity, and its diversity.

Championing Small Businesses, Empowering Communities
Israel is home to nearly 700,000 small businesses, which are the lifeblood of families, neighborhoods, and entire communities. By choosing ESEK, you're not just buying a product; you're making a meaningful connection. You're supporting the dreams of artisans, innovators, and entrepreneurs who pour their heart into their craft.

With every purchase, you help strengthen the fabric of Israeli society by directly contributing to the economic backbone that sustains these small businesses. It's more than shopping - it's solidarity.

Our Vision: Empowerment Through Enterprise
We believe in a world where every purchase makes a difference. That's why ESEK is committed to

Connecting global communities with the rich stories of Israeli entrepreneurs through their products, immersive in-person experiences, and digital storytelling.

Supporting small businesses that represent the full spectrum of Israeli society, with upfront payments to ensure their sustainability and success.

Reinvesting all net profits back into the small business ecosystem in Israel through grants, loans, training, and strategic investments.

Join us in this journey. Together, we can bring the spirit of Israel to the world-one story, one product, one community at a time.

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DR. ALIZA LAVIE

is a public figure, researcher, author, and social entrepreneur dedicated to reviving the forgotten voices of Jewish women in cultural and spiritual life. After more than three decades of research, collecting writings, and meeting women from diverse communities in Israel and around the world, she created the Women's Prayer Cards - a welcoming space for reflection, inspiration, and belonging. Dr. Lavie served as a Member of Knesset and chaired the Committee on the Status of Women and Gender Equality, receiving the Outstanding Parliamentarian Prize for her legislative work. Her five bestselling books, acclaimed in Israel and internationally, expand the Jewish-Israeli literary tradition. Her book A Jewish Women's Prayer Book, published by Random House, won the National Jewish Book Award and was translated into several languages.



Women's Prayer Cards (Tefilat Nashim)

The Women's Prayer Cards by Dr. Aliza Lavie bring overlooked women's prayers to life, offering reflection, inspiration, and rare archival images. They invite everyone into a timeless conversation of spirit, resilience, and love.



ALMOZ'S SON

Rooted on the shores of the Sea of Galilee, Almoz's Son tells a multi-generational story of family, heritage, and craft. Their olive groves in Migdal lie beside the ancient village of Magdala, connecting today's harvest to thousands of years of history. Founded by brothers Sami and Yehuda Almoz after immigrating from Turkey, the farm is now nurtured by Yehuda's family, including Moti Almoz, a retired Israeli Army officer, alongside the next generation of growers.

The farm produces rare, delicate extra virgin olive oil, shaped by the Galilee's climate, limestone soil, and the Almoz family's careful attention to each tree. From ESEK, Almoz's Son offers more than olive oil: it brings a meaningful taste of Israel into your kitchen while supporting a family-run business with deep roots and a living legacy.



Olive Oil Tin Bottle (mL 250)

Harvested from the Almoz family's groves in Migdal on the Sea of Galilee, this extra virgin olive oil captures the bright, clean, gently fruity character of Israel's north. Perfect for drizzling over salads, hummus, roasted vegetables, or warm bread, the 250 ml bottle also makes an elegant and meaningful gift.



ARTISTAV

Born during the wartime period of 2023, ArtistaV is a father-daughter collaboration that transforms olive wood, concrete, and other materials into handcrafted art.

Stav, a self-taught multidisciplinary artist, combines painting, sculpture, and product design to create expressive pieces. Erez, a skilled wood artist and musician, brings years of experience in handcrafted woodworking, including building and repairing musical instruments.

Together, they create unique works that celebrate craftsmanship, creativity, and resilience. Every ArtistaV piece is 100% handmade using natural, eco-friendly materials, reflecting a commitment to sustainability, quality, and thoughtful design. Through their art, Stav and Erez honor tradition while expressing the enduring spirit of creativity.



Olive Wood Land of Israel Necklace

Handmade from sustainably sourced olive wood, this Land of Israel necklace by ArtistaV beautifully captures the natural spirit, heritage, and resilience of Israel in a meaningful and timeless piece.



Modern Candlesticks

Candlesticks, made from polymer plaster in a modern and innovative design, suitable for Shabbat evenings with all standard candles. Fill your home with light using these unique candlesticks that beautifully combine modern style with tradition.



BEIT HAMELACHA

Beit HaMelacha is a family craft workshop located in Kibbutz Karmia, near the Gaza border, where passion, tradition, and creativity come together. Each piece is carefully handmade, ensuring every item is unique.

Founded with a deep appreciation for traditional craftsmanship and natural materials, the studio creates distinctive lifestyle products that bring warmth and beauty into the home. Their work reflects strong values of authenticity, quality, and connection to nature.

Every creation carries a story shaped by skilled hands and inspired by the land. From the heart of Kibbutz Karmia, Beit HaMelacha's work stands as a symbol of resilience, creativity, and the enduring power of handmade artistry.



Large Natural Scented Israeli Beeswax Candle

Hand-poured from 100% natural beeswax at Kibbutz Karmia near the Gaza border, this handmade candle brings a warm, calming glow while reflecting the resilience, craftsmanship, and spirit of life in Israel.



Natural Scented Israeli Beeswax Candle

Hand-poured from 100% natural beeswax at Kibbutz Karmia near the Gaza border, this candle brings a warm, calming glow while reflecting the resilience and spirit of life in Israel.



Handmade Israel Ceramic Heart & Hamsa Magnet

Handcrafted in Kibbutz Karmia near the Gaza border, these unique Israel ceramic magnets shaped as a heart or hamsa carry symbols of love, protection, and hope, reflecting the resilience and spirit of southern Israel.



BERKO DESIGN STUDIO

Barak is the founder and creative force behind Berko Design Studio, an Israeli design studio known for its distinctive terrazzo surfaces. With a background in architecture and strong inspiration from Tel Aviv's Bauhaus heritage, Barak approaches design with a focus on material exploration and craftsmanship.

His philosophy blends classic international design with a contemporary local vision, combining traditional materials with modern techniques and technologies. Each piece is carefully developed, with attention to detail from the first idea to the final product.

Using materials sourced from Israel and handcrafted production methods, Barak ensures every item carries its own story. Through Berko Design Studio, he creates products that are visually striking, highly functional, and built to last.



Golan Heights Basalt Medium Mezuzah

A handcrafted terrazzo mezuzah by Berko Design Studio, inspired by Bauhaus design and made with basalt from the Golan Heights, blending Israeli craftsmanship with modern elegance.



Israeli Sinai Stones Mezuzah

Handcrafted in Israel by Berko Design Studio, this terrazzo mezuzah blends Bauhaus-inspired design, local stones, and modern craftsmanship for a durable, elegant, and meaningful addition to any doorway.



DAR-YA NAOMI

Dar-Ya Naomi, an artist from Jerusalem, found new depth in her work after surviving October 7. In hiding, she prayed for the first time, discovering the healing power of faith. Since then, prayer and Hebrew letters have infused her creations with spiritual resonance. Dar-Ya blends biblical script with vivid colors, bridging ancient tradition and modern expression. Her watercolor series became a path of inner healing, now shared with the world. Alongside her paintings, she crafts contemporary Judaica, including hand-painted hamsas, bringing blessing and beauty into homes. Dar-Ya's art is rooted in resilience, offering viewers inspiration, connection, and the power of renewal.



Let there be Light Framed Print

“Vayehi Or” by Dar-Ya Naomi combines hand-drawn lines and watercolor to reflect sorrow, healing, and spiritual awakening after October 7.



Shalom Al Yisrael Framed Print

“Shalom Al Israel” uses watercolor and pen to transform post-October 7 turmoil into a personal and collective prayer for peace and healing.



Shabbat Shel Shalom Framed Print

“Shabbat Shel Shalom” captures quiet reflection and resilience, inspired by the stillness of Shabbat by the Eilat shore.



DEAN YEHUDA CARMEL

Dean Yehuda Carmel, 33, is a silversmith and therapist from Kfar Saba. A Nova survivor, his healing journey led him through pain, reflection, and renewal. In Cyprus, he rediscovered belonging, later learning silversmithing and sound healing as ways to weave matter and spirit. His jewelry, especially the Unity, Resilience & Hope bracelet, embodies light drawn from hardship. Each piece is born of fracture yet made whole, carrying messages of solidarity and courage. Dean's art is both adornment and testimony, a reminder that from wounds can emerge beauty - and that life, even scarred, insists on continuity, resilience, and shared hope.



Am Yisrael Chai Silver Bracelet

Handcrafted in 925 sterling silver by Dean Yehuda Carmel, this bracelet bears the message "Am Yisrael Chai," blending minimalist style with Jewish meaning.



ECO-YAM

Eco-Yam is a student-led marine program at Haifa Social High School (yam means “sea”), where young explorers study the ocean, promote conservation, and create sustainable solutions inspired by marine life.

Through workshops, projects, and educational initiatives, Eco-Yam connects the community to ocean health and the benefits of seaweed. Their seaweed soaps, made from seaweed cultivated by the students, nourish and soothe the skin with natural minerals and antioxidants.

At its core, Eco-Yam inspires environmental stewardship and hands-on learning, encouraging people not just to care about the sea, but to actively protect and advocate for it.



Eco-Yam Seaweed Soap Bar + 2-in-1 Luffa Bag

This Eco-Yam set pairs a seaweed-enriched soap with a 2-in-1 luffa bag, nourishing skin while supporting student-led marine conservation and ocean education.



Eco-Yam Seaweed Soap Gift Set (2 Bars) + Luffa Bag + Magnetic Soap Holder

This ocean-inspired shower set by Eco-Yam students combines seaweed-enriched soaps, a natural luffa bag, and a magnetic soap holder, nourishing the skin while supporting marine conservation and community learning.



ELAD CASTING

Located in south Tel Aviv, Elad Casting is a veteran foundry specializing in Pewter and Zamak casting since 1999. While a primary hub for jewelry designers and Judaica artists seeking high-end plating and metalwork, the studio has become a pillar of community support over the last two years.

Deeply committed to the national effort, Elad has donated thousands of items to the Hostage and Missing Families Forum. From the iconic yellow ribbon pins to the "Bring Them Home" dog tags, the studio handles the production and supply of these symbols with a mission-driven focus, providing the Forum with the essential tools needed for global awareness and solidarity.



Jerusalem Inspired Travel Shabbat Candles

This silver-plated compact candle holder by Elad Casting brings Shabbat's light on the go, featuring a Jerusalem motif and travel-friendly design.



Am Yisrael Chai & Tefillat HaDerech Keychain

This solid metal keychain by Elad Casting features "Am Yisrael Chai" and the Traveler's Prayer, combining strength, blessing, and Israeli craftsmanship.



Kalanit (Poppy) Red Flower Pin

This handcrafted Kalanit enamel pin by Elad Casting symbolizes resilience and hope for Southern Israel, supporting the Hostage Family Forum with every purchase.



ESTHER ORGANIC SKINCARE

Esther Henderson is the founder of ESTHER Organic Aromatherapy Skincare, a natural beauty brand based in Jerusalem. A mother of eight with over 20 years of experience, Esther combines her training in aromatherapy, natural medicine, and nutrition to create holistic skincare rooted in the power of essential oils.

What began as a personal passion for blending oils grew into a thriving business focused on natural, high-quality products that nourish the skin and support overall well-being. Beyond skincare, Esther's work is about connection and community, bringing together women who share a love for self-care and holistic healing.

With a renewed vision, Esther continues to develop facial care and anti-aging products that help women embrace their natural radiance.



Organic Jojoba Nourishing Face Cream

This jojoba-infused day cream deeply hydrates, supports skin elasticity, and promotes a natural glow. Made from 100% natural ingredients for soft, radiant skin.



Honey and Beeswax Lip Balm

This handcrafted overnight lip balm by ESTHER Organic Aromatherapy Skincare blends coconut butter, shea butter, almond oil, beeswax, and honey to deeply nourish and repair dry lips. Made from 100% natural ingredients, it works overnight to leave lips soft, smooth, and hydrated by morning.



JOLLORI

Ori Aviram is a designer and goldsmith who crafts jewelry as symbols of resilience and connection. Embracing imperfection, she hand-shapes raw materials into works of meaning and beauty. After losing her cousin, Adi Margalit, at the Nova Festival, Ori created the Adi Collection in her memory. Each piece carries grief, love, and hope, honoring Adi's spirit while offering strength to those who wear it. For Ori, jewelry is not just adornment but a vessel of remembrance — a way to hold loved ones close, celebrate individuality, and transform personal stories into timeless symbols of resilience, beauty, and enduring human connection.



Gold Star of David Necklace

This handcrafted Star of David necklace from the Adi Collection honors the memory of Adi Margalit, who was killed at the Nova Music Festival on October 7.

Made of 925 sterling silver with 14k gold plating, it symbolizes resilience, remembrance, and a deep connection to Israel.



Silver Star of David Necklace

This handcrafted Star of David necklace from the Adi Collection, made of 925 sterling silver, honors the memory of Adi Margalit and symbolizes resilience, remembrance, and connection to Israel.



KIBBUTZ EREZ

Kibbutz Erez, founded in 1949 in Israel's western Negev near the Gaza border, is part of the agricultural communities that helped develop the region. Farming and small industries have long been central to its life and identity.

Like many communities in the Gaza Envelope, the kibbutz has faced years of security challenges and periods of conflict. Despite this, the community continues to sustain its agricultural traditions and local production.

In recent years, Kibbutz Erez reopened its olive oil factory after major disruptions, restoring an important part of its local economy. The surrounding olive groves reflect both the agricultural heritage of the kibbutz and the resilience of the community that continues to live and work there.



(Olive Oil Bottle (250 ml

Kibbutz Erez, near the Gaza border in Israel's northwestern Negev, is a resilient agricultural community producing premium cold-pressed extra virgin olive oil.

Grown, harvested, and pressed by the kibbutz, each bottle reflects the land, craftsmanship, and enduring spirit of the community.



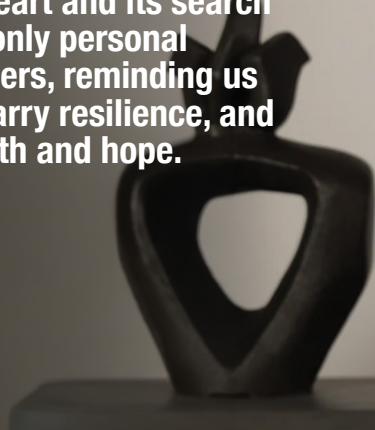
Pineapple Jam

This pineapple jam, made in partnership between Kibbutz Erez and Ory Shochron, brings bright tropical sweetness while supporting resilience in Israel's south.



MAI GINI

Mai Gini, 28, paints from the heart, creating art that mirrors emotion and survival. Her journey changed on October 7, when she fled the Nova Festival alone, carrying both fear and heartbreak. Her paintings became a reflection of those moments — layers of trauma, trust, and the heavy weight of memory. Through brush and color, Mai gives form to what words cannot express: the brokenness of a heart and its search for release. Her works are not only personal expressions but mirrors for others, reminding us of art's power to reveal pain, carry resilience, and transform suffering into strength and hope.



Pressed Flowers Framed Map of Israel

This handmade artwork features real pressed flowers arranged in the shape of Israel between glass, creating a delicate and one-of-a-kind tribute to the land's natural beauty.



Epoxy & Olive Wood Handmade Mezuzah

This handmade mezuzah by Mai Gini combines natural olive wood and epoxy resin, blending tradition with modern design in a unique, one-of-a-kind piece.



MOR SINAI

Nadav Sinai and Hillel Mor, childhood friends from northern Israel, share a journey rooted in resilience, heritage, and craftsmanship. Hillel began working with leather at age 10, while Nadav grew up passionate about hands-on creation. Both dedicated a year to volunteering with at-risk youth and later served in elite combat units—Hillel in counterterrorism and combat solutions, Nadav in Sayeret Matkal.

After careers in high-tech and extensive travels, the outbreak of war brought them home, where they returned to their true passion: traditional craftsmanship. At Mor Sinai, they handcraft luxury leather goods in their Israeli studio, using premium leather personally sourced from Florence, Italy. Each piece blends heritage, precision, and contemporary design, telling a story of artistry, mastery, and resilience.



Framed Birkat HaBayit (Blessing for Home)

This framed Birkat Habayit by Mor Sinai blends timeless blessing with minimalist design, bringing peace and beauty to any home.



Genuine Handcrafted Leather Keychain from Israel

This handmade leather keychain by Mor Sinai, crafted from premium full-grain Florence leather, combines minimalist design, durability, and artisanal detail for everyday elegance.



Handmade Leather Passport Cover

This handmade leather passport cover by Mor Sinai blends premium leather, minimalist design, and durable craftsmanship for stylish travel.



Handmade Leather Card Wallet

This handmade leather card wallet by Mor Sinai blends premium leather, minimalist design, and artisanal craftsmanship for everyday style.



NEGOHOT

Negohot Honey is a premium, family-run apiary dedicated to the traditional art of beekeeping. Their philosophy centers on "zero-intervention," producing honey that is 100% raw, unheated, and unfiltered to preserve its natural enzymes, vitamins, and deep floral character.



Jar of Pure Honey (250 ml)

Negohot's Wildflower Honey captures the diverse flavors of Israel's abundant wildflowers, carefully harvested by moving hives to follow the blooms. Natural and unheated, it offers a rich, delicate sweetness perfect for tea, yogurt, or your favorite treats.



OFEK WERTMAN DESIGN STUDIO

Ofek Wertman is an Israeli artist, designer, and animator known for his bold, colorful interpretation of Israeli and Jewish culture. As the founder of Ofek Wertman Design Studio in Tel Aviv, he creates distinctive home décor, Judaica, and accessories that combine graphic and industrial design with modern printing techniques. His work blends the vibrancy of Israeli life with ancient Jewish traditions, resulting in a unique pop-art aesthetic.

A second-generation artist, Ofek studied Jewelry and Graphic Design at the Wizo Canada Academy of Design, graduating in 1998. Since opening his studio in 2006, his creations—made from wood, metal, cloth, and leather—have appeared in institutions such as the Israel Museum and Tel Aviv Museum of Art, and in collaborations with museums and design stores worldwide.



Zionist Leaders Pop Art Israel Magnet

This colorful magnet set by Ofek Wertman features six iconic Zionist leaders—Theodor Herzl, David Ben-Gurion, Golda Meir, Ze'ev Jabotinsky, Menachem Begin, and Moshe Dayan—in a bold pop-art style celebrating Israeli history and culture.



ROTEM CODISH

Rotem Codish is an Israeli illustrator, visual storyteller, and multidisciplinary designer whose work bridges personal narratives and broader social realities. Blending traditional illustration with emerging technologies, she creates emotionally compelling stories that leave a lasting impact.

Rotem develops original projects and collaborates with diverse clients, including cultural institutions, public organizations, independent publishers, and tech companies. Her acclaimed graphic memoir, *On Two Fronts*—created during her husband’s military reserve service—has resonated widely, inspiring exhibitions, lectures, and workshops that invite audiences into her world of art and storytelling.



Tel Aviv Illustrated Print Signed & Numbered

This vibrant A4 illustration by Rotem Codish captures the energy of Tel Aviv’s Rothschild Boulevard with bold color, whimsical forms, and signed, limited-edition detail.



On Two Fronts Hardcover Book

On Two Fronts by Rotem Codish is a graphic memoir capturing love, fear, and resilience during 100 days of wartime separation after October 7.



SAFED CANDLES

Handmade in the mystical city of Tzfat, Safed Candles has been lighting Jewish homes for nearly two decades. Founded by a Breslov Chassidic community member, the business provides meaningful local employment while honoring Tzfat's spiritual heritage.

Near the historic Ari Ashkenazi Synagogue, the first candles were hand-dipped and woven by locals committed to bringing both literal and spiritual light. After a devastating fire in 2008, the team continued crafting in hidden underground rooms beneath their old workshop.

Today, every candle is still handmade using beeswax and eco-friendly paraffin, reflecting deep respect for tradition and craftsmanship. Cherished for Shabbat, Hanukkah, and daily use, Safed Candles capture beauty, authenticity, and the enduring spirit of Tzfat.



Handmade Beeswax Havdalah Candle

This handcrafted Havdalah candle from Safed Candles, made from 100% beeswax, burns cleanly while adding warmth, beauty, and tradition to your end-of-Shabbat ritual.



Handcrafted Dripless Shabbat Candles (12-pack)

These 12 handcrafted Shabbat candles from Safed, Israel, offer a dripless, steady flame and vibrant colors, bringing warmth, beauty, and tradition to your Friday night table.



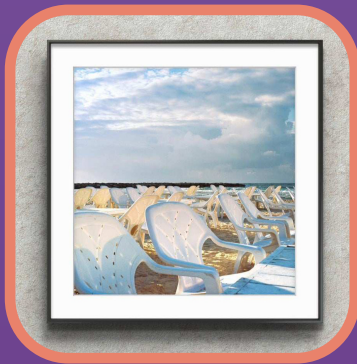
Handcrafted Dripless Shabbat Candles (2-pack)

These handcrafted Shabbat candles from Safed, Israel, offer a clean, dripless burn and vibrant colors, bringing warmth, beauty, and spiritual energy to your Friday night ritual.



SHYE KLEIN

Shye Klein, a Canadian-Israeli photographer, survived the Nova Festival and reshaped his life's work through its lens. Blending photojournalism with artistry, he captures raw energy and intimate truth — from models and musicians to leaders like Col. Chris Hadfield. Since October 7, Shye has dedicated his craft to raising awareness of Nova, combating antisemitism, and preserving memory through imagery. His photography reflects both resilience and authenticity, connecting deeply with subjects while telling stories that matter. Each photograph becomes more than an image — it is testimony, resistance, and remembrance, offering viewers a window into humanity's fragility and strength in equal measure.



Anticipation" Framed Print"

Captured on Charles Clore Beach, Anticipation by Shye Klein shows rows of empty chairs facing the sea, reflecting quiet longing, memory, and hope in a time of war.



Jaffa at Dusk Framed Print

This framed print by Shye Klein captures a warm sunset over Jaffa, blending sea, light, and skyline into a calm and contemplative coastal scene.



SAPIR'S PLACE

Born and raised in Jerusalem, Sapir discovered her passion for art early, inspired by her mother, and later honed her skills at the Bezalel Academy of Arts and Design, focusing on jewelry. Her work evolved from pearl pieces to intricate creations in silver and gold, often incorporating Jerusalem stone to reflect her roots and unique artistic perspective.

Sharing her art at Nahalat Binyamin in Tel Aviv, Sapir connects with people through her creations, though her true passion lies in telling her story rather than profit. The events of October 7th deeply impacted her life, with the loss of a close friend and the marketplace falling silent, yet she channels resilience and hope into her jewelry. Her pieces stand as expressions of strength, remembrance, and connection to Jerusalem.



Gold Hamsa Necklace Jerusalem Stone

This Hamsa necklace by Sapir, crafted from 925 sterling silver with 18k gold plating, features a textured finish inspired by Jerusalem stone, blending artistry, protection, and a connection to Israel's heritage.



Silver Jerusalem Stone Hamsa Necklace

This Hamsa necklace by Sapir, made from 925 sterling silver with a Jerusalem stone-inspired texture, combines artistry, tradition, and a meaningful symbol of protection.



RABBI SHLOMO ZAGMAN

Born in Brazil, Rabbi Shlomo Zagman lives in Modiin, in the center of Israel. He is an ordained Rabbi in the Reform Movement with congregational and organizational experience. Rabbi Zagman is also an accredited Sofer Stam, a scribe dedicated to the meticulous creation of sacred Jewish texts. Rabbi Zagman continues his work in both spiritual and artistic realms and draws inspiration from Jewish sacred text, made relevant for the modern world. Rabbi Zagman's scrolls for mezuzot are checked by hand and computer to ensure they meet the highest standards of kosher requirements.



Kosher Mezuzah Klaf (Scroll) from Israel (7cm)

This kosher mezuzah scroll, handwritten by certified Sofer Rabbi Shlomo Zagman on premium parchment, follows strict halachic standards and Ashkenazi script to bring faith, protection, and tradition to your home or office.



YONI ALON

Yoni Alon is in the business of creating connections between Israelis and non-Israeli Jews. He was an Israeli Shaliach / Emissary with the Jewish Agency for Israel at the Staenberg-Loup JCC in Denver (2013-2015), prior to that, he served in the Israel Defense Force (IDF) for seven and a half years (Maj res.). Throughout his military service, he acted in various roles, including as a liaison officer in the International Cooperation Unit of the IDF, connecting the U.S. military with the IDF. In the last 5 years, he has been working independently with many Jewish nonprofits on various educational projects, including Masa, JAFI, WZO, Momentum Unlimited, ANU Museum, and more. He is a graduate of the Hebrew University in Jerusalem with a BA in Political Science, and a current student of the Ruderman MA program for American Jewish Studies at the University of Haifa. He is an alumnus of the Chicago iCenter - iFellows Master's Concentration in Israel Education.



David Cards Israel Education Card Set

David Cards are a conversation tool used by Taglit Birthright Israel and others to explore Jewish identity, Israel, and personal connection through 40 beautifully illustrated, bilingual cards.



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