

# 24 Jewish Small Businesses to Support.



24 JEWISH SMALL  
BUSINESSES TO  
SUPPORT



Hello friends! Welcome back to this blog. If you're new – take a tour. Visit. This is where it all started. Well, actually, it all started on a blog I started co-writing with my dear friend, Jeremy, and it kind of sprung from there. We had no idea what we were doing and I definitely barely knew how to cook! Now I'm hosting challah bakes and folks ask me advice about cooking like I'm some kind of expert. It is both thrilling AND terrifying.

A few updates: We no longer live in Los Angeles! I took a position as the Executive Director of the Hillel at Miami

University in Oxford, OH so in July, we packed up, drove across the country (pics from that 8 day trip below) and landed in Ohio. In a million years I never thought I would live in LA, much less love it. It was a very bittersweet move. By the time it was time to go, we had dealt with multiple wild fires, our oldest daughter's increase in anxiety sprung on by a lot but exacerbated by the fires and fear of earthquakes. We'd lived through riots and a lockdown and it was just time. to. GO! I am homesick for LA, which is hilarious. It's a tough place to live if you have children and you're not swimming in cash, but it's still a thrilling place to live and I miss so much of it. I miss the sunshine, the weather, the excitement, the access to culture and restaurants, and our beloved friends. We drove across the country and landed in Blue Ash, OH where we bought our first house. We are in love with our house and have met lovely people but this whole pandemic situation has put a real damper on exploring our new community and building new friendships (though Gd was definitely watching out for us as we ended up renting a house for a few weeks and the neighbors who live across the street from that first place are some of the most incredible humans ever – and yes, if you're new to this blog I write using a lot of hyperbole and I'm OK with that. I mean it.).



Camping in Great Sand Dunes National Park.



Hiking in Grand Sand Dunes.





Hiking in Bryce Canyon National Park



Pit stop outside of Vegas, baby.

So now we live in Ohio and I run a small non-profit whose soul purpose is to provide support, community, education, leadership, cultural, and religious opportunities for Jewish college students in small town, Ohio. I'm so all-in to this mission it's kind of bananas. I'm forced to fundraise so we can, you know, operate, and I have no issue with this because I believe in the mission so much. I mean, we're talking Jews in Southwest Ohio in 2020. It ain't easy being chosen in these parts but I'm making it my mission to make it easy for these Jewish college students because they are the future of the Jewish people and, well, I love the Jewish people!

Speaking of, let's get to this list! While I don't have the time it takes to regularly upkeep this here food blog, I will be back from time-to-time to update y'all on what's new in our lives but also when an idea strikes like this one – how can I help uplift and support Jewish small business in the time of a pandemic (or anytime, really)? This list has been knocking around my head for a while now and I'm so excited to get it out there. I hope you'll share it so you can help spread the word about these businesses. I apologize if you don't see your own business on here or if you think I forgot someone. I will keep growing. I promise. This is not an exhaustive list. It is living and developing – just like us.

Again, there are TONS MORE INCREDIBLE ARTISTS I COULD HAVE INCLUDED, but I would have been writing this post for another month and I just don't have that kind of time. I also could have included a lot more well-known and established Jewish small businesses, but that's kinda not the point. I truly like to give voice to those I find to be crazy talented but for some silly reason, don't have a big following . . . yet.

So, in no particular order . . .

# Clothing

BEAT by Elliot Saeidy –

PERSONAL CLOTHING BRAND USED TO EXPLORE UNIQUE MEDIUMS AND EXPRESS EMOTIONS

BEAT is the brain child of the insanely talented Elliot Saeidy. Elliot is a college student at the University of Miami (the Florida one). He's got more talent in his pinky than most people have in their entire being. He designs sweatshirts (by hand) and his promotional style is plain word-of-mouth. If you're searching for gear for that teen you can't seem to please or if you're 40, like me, and just love supporting young artists, BEAT is the way to go.





BEAT by Elliot Saeidy

Shtettl –

According to Shtettl's website, "Shtettl is a family-owned lifestyle brand dedicated to sharing inspiration and elevating

the mundane by way of clothing as canvas for expression. We grew up in households of musicians, artists, literature lovers and students of Jewish culture, wisdom and spirituality.” I mean, I’m so in when I read this. They’ve got simple yet eye-catching clothing (I’m a big fan of the hoodies) and accessories.



Shtettl hoodie.

## Jewish Food Society

I've been following Jewish Food Society for years. I love the way they showcase the diversity of our community through food. I especially love that they showcase unknown or lesser known (thought equally as talented) Jewish foodies. They also have a new podcast and a line of aprons and shirts to celebrate it. Keep growing, JFS! You're doing amazing things!



Schmaltzy Apron modeled by the adorable and crazy talented, Jake Cohen. Hi, Jake!

## Sefira Lightstone

Sefira has been creating art for years and I've been following it for just as long. When she posted recently that she had transformed that art into wearable art, I immediately shared it so that my little corner of the world could know that this gloriousness exists! Sefira speaks to my Jewish feminine side. Her designs are beautiful and delicate (IMHO) and I love how her art appears to be alive with greenery.



Sefira's latest sweatshirt.

## Transcend Activewear by Aja

The story behind Aja's line is incredible – born Catholic, Aja



moved to Brooklyn, NY in 2001 to study fashion design at Pratt Institute. There, she not only found a deeper creative outlet in the vibrancy of New York City, but she found her true calling that eventually led her to convert to Judaism. Aja's managed to create modest activewear that's fun and vibrant and while I've never met her before, judging by her instagram feed, she seems just as fun and active.



Transcend by Aja



# Art for the Home

Art by Yael Flatauer

I just want to jump into a Yael Flatauer painting. I really do. Her work looks like the inside of my head – colorful and filled with Jewish life. Her instagram is just as vibrant and lively. With prints and hand painted acrylics, her work spans the spectrum of affordability.



Art by Yael

Bat Sarah Press

I mean, I could look at Rachel's art ALL. DAY. LONG. Her aesthetic sings to me and it's a joy to be able to celebrate her here! I've never met Rachel and do not know her but there's a passion that is palpable when you follow her on her

Instagram page. If I could afford it, I'd buy EVERYTHING of hers. She makes challah covers, prints, calendars (I have one!), and more. I think it's the fact that she draws inspiration from age-old tradition but breathes life into it through a contemporary lens. Either way, it works for me.



A design by Bat Sarah Press

### The Ketubist

Anyone who can do the type of modern design work on a ketubah that Talia can do AND create Alexis-theme greeting cards AND draw poppies I want to stare at all day long deserves to be in this line-up. While I'm not in the market for a ketubah, I am always in the market for thoughtfully designed and created art pieces to gift to myself and the folks I love and Talia has all of it. I'm a big fan.



Poppies by Talia at The Ketubist – you MUST check out her Society6 page and get her cards featuring Alexis from Schitt’s Creek.

### The Creative Natiive

I first discovered Olivia, the artist behind The Creative Natiive, when working with Meri Cherry in LA as her in-house parenting expert (that was fun). Olivia’s use of colors and polymer clay is nothing short of inspiring. Her instagram page is also great use if you’re feeling the drag of winter and pandemic life and need a dash of color and creative inspiration. I’m a huge fan of her wall hangings and bought 2 as gifts for friends before I moved. LOVE LOVE LOVE her work!





Wall hanging by Olivia from The Creative Native

Eley Ori

I discovered Eley when I was on the search for some 'thank you' gifts for the hiring committee that hired me for this job. What do you get 3 Jews you've never met in person but whose gave you the gift of livelihood and your dream job?? Well Jewish blessing for the home wall art, of course! Eley's work is stunning and, once again, I WANT TO BUY ALL OF IT. I had a real hard time choosing which pic to post here because

truly, her work is sensational and I want to stare at it all day long. There's retro 70s vibe to her work that I am HERE for and hope you will be too.



One of my favorite pieces from Eley Ori

Wolf.Dew

I discovered Rachel after seeing her work posted by the lovely Ariel. I went to her page and immediately felt like I had entered some kind of magical, creative wonderland that I never wanted to escape. Her work is whimsical, colorful, playful, and thoughtful. Perfect for the kid in you and the kid you love.





Giant rainbow wall art by Wolf.Dew

NOW, handmade rituals by Irit Biran

Israeli ceramicist, Irit Biran, is a master of simple sophistication. She clearly has a passion for what she creates and if I had a restaurant, I'd be outfitting it in all things Irit Biran. Her passion for food is evident in her designs – her work compliments the food she highlights rather than detracts from it. Well done, Irit!



Ceramic bowls by Irit Biran

Jessica Tamar Deutsch

Jessica is an artist after my heart. Her work is modern and reflective of the world around us. It's Judaica for a new generation. She sells everything from greeting cards, sukkot decoration color pages, prints, and undrawn pieces. Check her out immediately if not sooner.



Modeh Ani by Jessica Tamar Deutsch.

## Jewelry

Sarah Day Arts

Truthfully, Sarah's work could fit in any number of these categories. She's got apparel, stickers, posters, and masks. I'm featuring her in the Jewelry subheading because I own a pair of her hamsa earrings and I love them SO much. Her work is fun, modern, magical, and she doesn't take her self too damn seriously, which I love.



Star of David earring by Sarah Day Arts.

Ariel Tidhar

If you follow any number of Jewish foodies or artists, then you've probably seen Ariel's work before. She's another one of those artists who flows between wearable art to home decor. She started adding glitter to her work recently and if you know me at all, you know I am HERE for some glitter.



Star of David earrings by Ariel Tidhar.

## Meydalle Jewelry

I partnered with Dafna, the artist behind this lovely jewelry line, in the the summer time and was so happy to discover her work. There's a lot of emotion behind her work and I especially love her heartbeat jewelry line – for me, it's a lovely reminder to cherish life (always helpful during a pandemic). Her work is affordable and original.





Bracelet in Hebrew by Maydelle Jewelry.

### Shuk n Chic

Canadian-based artist, Imbar Slavat, marries old world jewelry with kitschy Jewish-themed foods in her art and it's lovely to see. I'm honestly a huge fan of how she showcases her jewelry – the staging and all of it.



Bimuelos ring by Shuk n' Chic.

## Jeweliette Jewels

I would like all of the Jeweliette bangles, please and thank you! The jewelry line of Jeweliette, designed by sisters, Jennifer and Melissa, remind me of my time in LA and Miami – their work is fun, decadent, indulgent but, shockingly, AFFORDABLE! I love the look of stacking all those bracelets with their chain-link gold, chunky bracelets as well. Nice work, sisters!

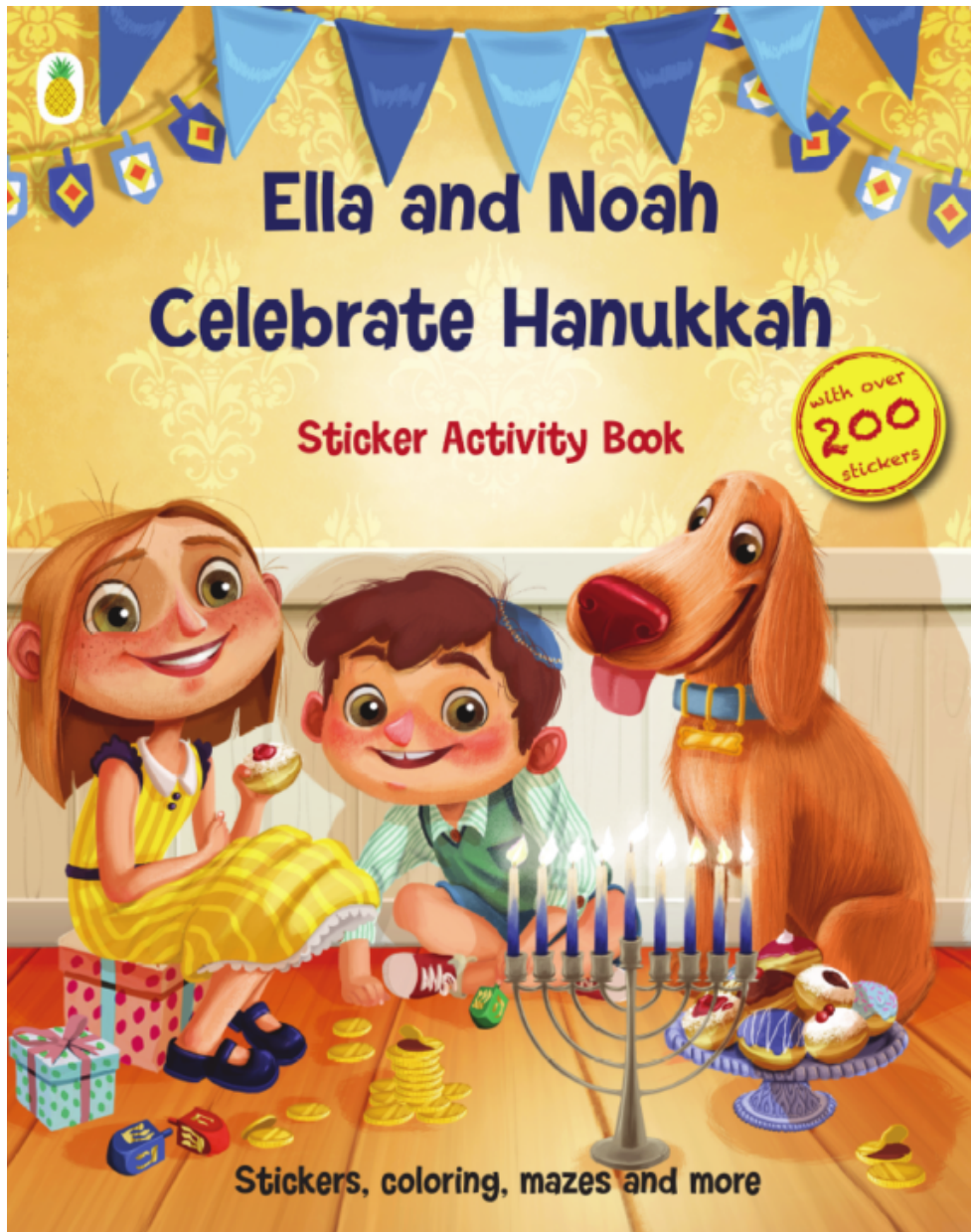


Rose gold bangle bracelet by Jewelette.

## **Kid Crafts/Toys**

Ella and Noah

Embark on magical journeys with Ella and Noah sticker activity books to explore Shabbat, Jewish holidays and biblical tales through stickers, coloring, mazes and other enjoyable activities. Kids will love these fun-filled pages packed with hundreds of delightful activities, fun facts, stickers and captivating illustrations!!



Hanukkah sticker activity book

Edjudaica

Edjudaica is dedicated to making Jewish learning imaginative, meaningful, relevant, and accessible to all ages. We believe that Jewish wisdom can enhance the way we live our daily lives by inspiring action in our local and global communities and reconnecting us to the beauty of the present moment.





One of the activities you can find in the Edjudaica box.

### Tot Shabbat in a Box

Don't let the name fool you – this company has Jewish-based learning/crafting for all kid ages. From the comfort of your home, outdoors, school, with friends, a child can discover, learn and be introduced to the traditions of Judaism with an Activity Box. The hands-on activities, storytelling, music, movement and games create a love of Judaism.







A kosher kit box

Suzy Ultman

I honestly don't know Suzy Ultman but if ever anyone made a storybook of my life, I'd like Suzy to illustrate it – please and thank you! Her designs are so fun and sweet and she's translated them into imagination stations of toy blocks, accessories, temporary tattoos, super cool school supplies for kids and fun-loving adults.



Wooden dolls by Suzy Ultman

### The Neon Tea Party by Marisa

I love ALL THINGS NEON. I really do. Put tassels on it or add beads to it and I'm even happier. Luckily Marisa from The Neon Tea Party has figured out how to do all of things and pack it nicely in a kit for you and your kiddos or your nieces and nephews or grandkids or whomever. She's got jewelry making kits and embroidery kits and crafting supplies galore. It's really one-stop-shopping for any artist or artist-in-training.



Custom bead blend from The Neon Tea Party.

And, not for nothing, but you can buy some of these artists' wears and you can also donate to support the Hillel that I oversee. I'm working hard to create a safe, inclusive Jewish space in Oxford, Ohio where Jewish college students can learn, grow, and become the future Jewish leaders we need them to be. Donate here to help further this work. Thanks for reading and Happy Thanksgiving.





# 24 JEWISH SMALL BUSINESSES TO SUPPORT



@JEWHUNGRY

