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Top Skills

Hair Styling

Hair Coloring

Hair Cutting

Honors-Awards

Best Conditioner

Best Conditioner

Mordechai Alvow

Renowned Hairstylist, Founder of Yarok Hair & Body Care. Certified Aromatherapist & Green Beauty enthusiast

Hudson, New York, United States

Summary

Mordechai Alvow is an editorial stylist and founder of YAROK Plant Based Beauty, a green and botanically based approach to restorative hair and body care. YAROK products are formulated exclusively from organic, wild crafted, and responsibly harvested plant ingredients that are handpicked for their medicinal and sensory benefits. YAROK, meaning “green” in Hebrew, is Alvow’s commitment to support and restore the earth.

Born and raised in Israel, first stop, LA ended and then to New York City where he realized that is where he is inspired. His editorial work and cover shoots for Sport’s Illustrated Swimsuit Issue, WWD, VOGUE, Allure, ELLE, In Style, Marie Claire and more. worked on celebrity clients like, Naomi Watts, Catherine Zeta Jones, the Williams sisters, super models like Alessandra Ambrosio, as well as international runway shows of Alexander McQueen, Anna Sui, and Yohji Yamamoto. Previously owned the MOTY MOTY Salon at the swank Equinox Sports Club on Manhattan’s Upper East Side where the idea for YAROK, haircare brand was born.

YAROK represents the convergence of Mordechai's global perspective, his intuitive styling approach and his ongoing quest for performance-driven products that are healthy for both clients and stylists. By modifying traditional recipes, YAROK products are formulated exclusively from organic, wild crafted and otherwise responsibly harvested plant ingredients. All of the ingredients are handpicked for their medicinal and sensory benefits, and are sourced from pristine locales around the world. YAROK products are only created in small batches to preserve their freshness and maximize their performance.

Originally based in New York City, Alvow has since relocated to the countryside in Hudson, New York. Today, he and his son can appreciate the beauty of nature up close.

“I encourage everyone to use green products that minimize waste and help preserve nature,” says Alvow, he appreciates the value of high-quality body products for the entire family.

Experience

YAROK Plant-Based Beauty

Owner and Founder

2009 - Present (15 years)

Hudson NY

Hair by Modechai Alvow

Celebrity/Editorial Hair Stylist

1987 - Present (37 years)

Advertising clients include Avon, Corbel, Hanes, Pottery Barn, SKYY Vodka, Sunglass Hut, The May Department Store Company, T-Mobile, Tommy Hilfiger, Victoria's Secret, Wrigley's Gum, Kohl's.

Runway styling work for Alexander McQueen, Ana Sui, Carmen Marc Valvo, Esteban Cortezar, Gideon Oberson, Roberto Cavalli, Rosa Cha, Victor Bellaish, Yohji Yamamoto, Victorya Hong.

Worked alongside renowned photographers such as Albert Giordan, Arnaldo Anaya Luca, Ben Shaul, Caroline Knopf, Daniela Federici, Elliston Lutz, Erez Sabag, George Kamper, Isabelle Garcia, Jeffrey Barone, Jill Greenberg, John Hubba, Josh Titus, Kit de Fever, Mateo Garcia, Michael Waring, Mollie McKool, Naomi Kaltman, Pamela Hanson, Roxanne Lowitt, Sasha Eisenman, Caroline Knopf, Jordan Doner, Grace Huang, Alexo Wandael, Mike Ruiz, Dan Lecca, Karin Kohlberg, Douglas Friedman.

MOTY MOTY

Owner

2000 - 2004 (4 years)

Education

Vidal Sassoon

Cosmetology/Cosmetologist, General · (1988 - 1989)

Beauty School Israel

Cosmetology/Cosmetologist, General · (1986 - 1987)