

# q music: ON MEKAHEL ALIVE AGAIN

## On Mekahel Unveils Uplifting New Single "Alive Again" The Reality Star and Fashion Designer Releases Second Music Single

Rising pop sensation On Mekahel is back with his highly anticipated second single, "Alive Again." Following the success of his debut track "Play with Fire," Mekahel's new release delves deeper into his artistic evolution, blending pop and dance influences with a message of self-discovery and resilience. *"For my second single, I wanted to create a song that resonated with the internal battles we all face as humans," Mekahel explains. "I also aimed to develop a distinctive sound that listeners could identify with."*

At its core, "Alive Again" is about embracing one's true self and living life authentically, free from the expectations of others. This theme resonates deeply with Mekahel, who credits his personal experiences, including the support of his husband, family, and dogs, with helping him feel "alive again" every day. "The song captures the mental and emotional space I had to reach to create the life I truly wanted," he reflects.

It is a vibrant mix of pop and dance, enhanced by subtle Middle Eastern influences.

With "Alive Again," On Mekahel is not just evolving musically but also visually. Embracing a new persona that contrasts with his social media presence, Mekahel introduces an AI-human/robot character, symbolized by a robotic arm and glowing eye, representing the fusion of human imperfection and technological precision. "This is my AI era," he declares.

On Mekahel was born in Israel, the youngest son of a CPA and lawyer father and naturopath doctor mother. "I was that kid that performed in every school and community event," he recalls. "The one that would always give a show wherever I was. The world has always been my stage."

After finishing his army services in Israel, Mekahel moved to New York to study acting at The Lee Strasberg Theatre and Film Institute. While studying, he was the personal assistant to supermodel Naomi Campbell.

In 2019, On Mekahel moved to Los Angeles with his partner, David Cederberg. They married the same year in Paris.

Today, he is an all-encompassing entrepreneur. He is a model, actor, fashion designer and social media influencer with nearly three million followers. He is best known for starring on the REVRV reality show, Putting On, the series that followed the ups and downs of his personal and business life.



In two seasons, viewers watched as the underwear model built his Mounderwear fashion empire from the ground up, navigating through the many challenges and pitfalls of the competitive fashion industry.

Mounderwear continues to thrive today with On Mekahel recently announcing the company's fall 2024 collection.

In addition to his fashion brand, On Mekahel also heads a creative agency for social media marketing, specializing in video production.

Mekahel's music continues to explore themes of love, self-growth, and creative expression and he hopes fans will join him on a journey of self-discovery and empowerment, leaving them inspired to pursue their dreams, no matter the obstacles.

His advice? "Don't take no for an answer. Your biggest critic is yourself, so keep that voice in check and focus on what your heart truly desires."

"Alive Again" is now available on all major streaming platforms.

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