

The Latest from Downtown Westfield Corporation February 2016 Shop * Dine * Celebrate

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photo courtesy of Gerry Condez Photography & Video

Trader Joe's Will Rebuild and Reopen in Same Location in Westfield

Say it isn't so Westfield! The roof of our very popular and much loved Trader Joe's grocery store partially caved in Saturday afternoon, January 23, 2016, as a historic winter storm pummeled the region. First responders rushed to the Trader Joe's after the store's walls bowed and the roof collapsed. Read NBC's coverage: [Roof Collapses in NJ as Winter Storm Pummels Region.](#)

Trader Joe's issued an announcement confirming that their store at 155 Elm St. in Westfield, NJ was severely damaged during the storm, that a portion of the roof collapsed, and the building is no longer suitable for use. Thankfully, the store was closed when this happened and no customers or crew were present or hurt. We also understand that TJ's took great care to ensure all the crew members have been redeployed. TJ's intends to reopen in the same location (hallelujah!) and asks the Westfield community for patience as they rebuild. [Read TJ's announcement in its entirety.](#)

The [Huffington Post](#) reports that Trader Joe's is secretly making your home more valuable, whether you shop there or not!

We miss you Trader Joe's and look forward to your rebuilding as soon as possible!



Valentine's Day Essentials

Look no further than Downtown Westfield for the perfect gift for the important people in your life on

Now You See it, Now You Don't!

Valentine's Day. Here are some great places to get the essentials.

Flowers:

- Blue Jasmine Floral Design & Boutique - 23 Elm St., 232.2393
- Flower Art by Design Contempo - 103 Prospect St., 301.0300
- The Green Room - 227 Elmer St., 518.0400

Chocolates:

- The Chocolate Bar -112 Quimby St., 389.9000
- Brummer's Chocolates - 125 E. Broad St., 232.1904

Champagne:

- CoolVines - 127 Central Ave., 232.5050
- The Liquor Basket - 115 Quimby St., 232.1900
- Westfield Wine & Liquors - 276 North Ave. E., 232.1133

Fine Jewelry:

- Adler's Jewelers - 219 North Ave. W., 233.6900
- Gordin & Sons Jewelers - 135 E. Broad St., 232.0736
- J. Winthrop on Elm - 33 Elm St., 232.8199
- Lord & Taylor - 609 North Ave., 233.6600
- N & C Jewelers - 102 Quimby St., 233.3380
- Robert Anthony Jewelry - 254 E. Broad St., 317.5800
- Tamar Jewelry - 55 Elm St., 317.0180

Lingerie:

- Victoria's Secret - 233 E. Broad St., 518.0859
- Lord & Taylor - 609 North Ave., 233.6600

Snow is Gone from Downtown Streets



Before



After

Thanks to the herculean efforts of Westfield's Town Administration and the Department of Public Works (DPW), most of the massive amount of snow from the blizzard of January 23 has been cleared from Downtown Westfield streets and sidewalks! Top photo courtesy of Gerry Condez Photography & Video.



Dine Out Westfield is Coming

Gift Certificates:

- Any store! [View stores in Westfield.](#)

Desserts & Cakes:

- Bovella's Pastry Shoppe - 101 E. Broad St. 232.4149
- Carlo's Bakery - 21 E. Broad St., 228.5525
- Tutti Baci Italian Bakery & Deli - 401 South Ave. W., 317.9200

Dinner Reservations:

- See the article in this issue about making Valentine's Day Reservations!
- [View a list of restaurants in Westfield](#)



How Can Our Downtown Thrive if Everyone Shops Online?

People often ask us why there are vacancies in town and are curious about which stores are coming in next. Did you ever stop to think that you, as a shopper, have a direct impact on the success of our retailers? Nationals as well as independent stores can exist and thrive in Westfield only if shoppers shop there. Data shows that people are shopping online in increasing numbers each year. While it is convenient to shop online, our local national stores

February 28 - March 10

The Downtown Westfield Corporation is pleased to sponsor Dine Out Westfield, this year's Winter Restaurant Week event Sunday, February 28 - Thursday, March 10, 2016 (two weeks excluding Friday and Saturday). Diners can enjoy a two-course lunch menu and a two or three course dinner menu at fixed prices from Westfield best restaurants. Tax, gratuity and beverages are not included. Enjoy menus in advance and daily drawings to enhance your dining experience!

New this year are online menus. Each participating restaurant's menus are published in advance for you to review before making your reservation.

In addition, Downtown Westfield Corporation will offer a new dining experience with random drawings every day available from a mobile device. Diners will have the option to scan a QR code or go to a web page and simply enter their email address and dining location for a chance to win. A \$50 gift certificate to one of the participating restaurants will be awarded daily or a \$25 parking card.

Make reservations in advance by calling your favorite restaurant directly. Seats fill up early, especially for dinner, so check your calendar. And bon appetite!

For a list of participating restaurants, along with prices, details and menus, visit www.westfieldtoday.com/dineoutwestfield.



Grand Openings

T-Mobile is now open in the bright and cheerful magenta storefront at 114 Central Ave. (formerly Jeffrey's). They carry the latest tech devices and products including Apple, Samsung, LG, and T-Mobile branded devices.

(such as Williams-Sonoma, GAP, Victoria's Secret, Lord & Taylor, etc.) can order items online for you and get credit for the sale. Downtown needs your support more than ever. If you are considering an online purchase from one of our national brands, call or visit the store directly, as every sale counts. If you love your Downtown and want to see it thrive, then please shop locally!



Barber Buzz: Mr. J Celebrates 50 Years

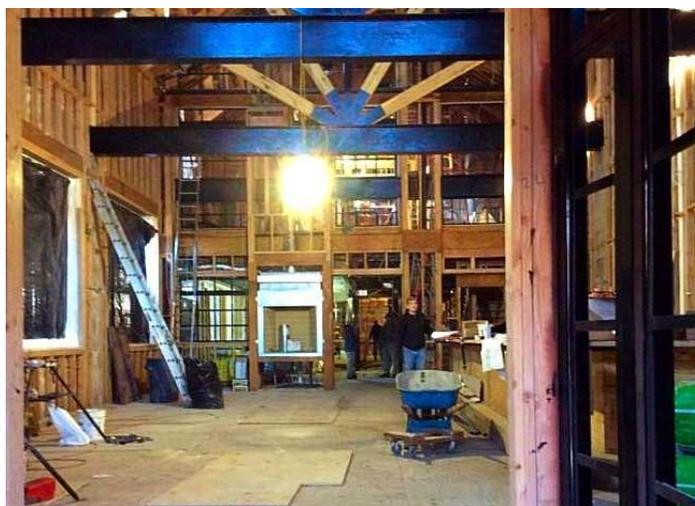
The Mayor, DWC and GWACC will honor Joe Aprile, owner of Mr. J Barber Shop, this Saturday, February 6 at 11am. Stop in to celebrate this business and its owner who have been in the same location in Westfield for 50 years! 607 South Ave. W., 908.232.8879. Read more about Mr. J with photos from Darren Altman Photography on [Facebook](#).

908.228.5146. www.tmobile.com

Elegant Image Salon has been in Westfield for 14 years but has now moved to 405 South Ave. W. They dedicate themselves to offering professional hair services using the highest quality products in an atmosphere that is personable and fun. 908.232.4900. www.elegantimagenj.com and [Facebook](#).

The Laser Dental Group (Dr. Peter Louie) recently completed an extensive renovation and opened at 301 Lenox Ave. (corner of Elmer/Lenox). 908.232.2136. www.thelaserdentalgroup.com

Coming Soon:



Addams Tavern, the long awaited and anticipated bar/restaurant of the Harvest Restaurant Group, is coming to 115 Elm St. and is expected to open in April! Extensive renovations continue, as exterior work is completed and interior efforts are underway, including a full bar and a 162-seat restaurant on multiple levels with a mezzanine and outdoor herb garden. Stay tuned for Grand Opening details in the months to come!
www.harvestrestaurants.com/addamstavern_westfield

Grilled Cheese Shoppe will open at 113 Quimby St., in the location formerly Robert Treat Deli. This hip and modern new eatery will feature mouth-watering food and cool vibes. Coming in Spring. www.grilledcheeseshoppenj.com or [Facebook](#)

Johari, a new lingerie and swimwear store, will open their second store in New Jersey at 112 Central Ave. Johari specializes in bra and swimwear fittings and carry bras in band sizes 28 to 46 and cup sizes AA to K. They also carry the very popular Saxx boxers for men. Currently, Johari has its flagship store in Montclair, NJ, and they are extremely thrilled to bring their services to Westfield. www.Joharionline.com



Best Bets

Retail:

Jude Connally

Fall in love with Jude's new February Collection, just in time for Valentine's Day. Stop in to shop the collection with bright pinks and whites with pops of chocolate brown. Shop the all new Ella dress, bound to become a spring wardrobe essential. 111 Central Ave., 908.889.0900. www.Judeconnally.com

Bittersweet Designs

Bittersweet has new spring jewelry in bright colors, handbags, scarves and candles, perfect for Valentine's Day gifts. Stop in and browse. Their winter clearance sale is still going on. Mention this newsletter and receive 15% off your purchase. 212 Lenox Ave., 908.389.0330. [Facebook](#)

Evalyn Dunn Gallery

In honor of Valentine's Day, Evalyn Dunn Gallery is offering 15% off all heart themed items. They have partnered with Miriam Seiden Handcrafted Jewelry for amazing one of a kind stone necklaces. Stop in and see. They make a great gift. 549 South Ave W., 908.232.0412. www.evalyndunngallery.com

Kilwins will open at 9 Elm St. (in the space formerly Eileen Fisher). Kilwins offers the finest quality, traditional down-home chocolates, fudge and ice cream made fresh from premium ingredients and original recipes since 1947. www.kilwins.com

POE Yoga will open at 118 Elm St. (near Yapple Yogurt). Expanding from Far Hills, NJ, this 'peace on earth' studio will offer yoga classes in alignment, vinyasa flow, basics, inversion and power yoga, plus rigorous cardio, sculpting and kickboxing classes. All classes use Far Infrared Heat, which penetrates deeply into joints, muscles, and tissues, speeding oxygen flow and increasing circulation. www.poeyoga.com

Amazing Lash Studio will be opening soon at 225 E. Broad St. (in part of the former Staples space). Stay tuned for more details. www.amazinglashstudio.com



Valentine's Day Reservations

There are so many restaurants to choose from in Westfield! Here are just a few that are offering something special for Valentine's Day.

Limani Seafood Grill is offering a romantic dinner Friday, Saturday and Sunday, February 12-14. Enjoy their regular menu plus Valentine's day specials a la carte and chocolate dipped strawberries for dessert on Sunday. Bring your own champagne or wine. Call for details and reservations. And stay tuned -- Limani just submitted their plans for expansion and a new building facade. 235 North Ave. W., 908.233.0052. www.njyp.com/limaniseafoodgrill

Chez Catherine will celebrate Valentine's Day in style with a special dinner on Friday, Saturday and Sunday, February 12-14. Their \$125 prix fixe dinner features butter poached lobster tail, caramelized ribeye, artisanal cheese plate and dark chocolate tart. Along with your wonderful meal, enjoy an amuse bouche and coffee. See their [menu](#) here.



The Farmhouse Store

Once again, The Farmhouse Store is offering fun and fabulous Valentine's Day heart and love pillows (see photo). They also have awesome candles, heart hand towels, jewelry and more. 221 E. Broad St., 908.654.0444. [Facebook](#)

J. Winthrop on Elm

Treat those you love with a gift from J. Winthrop on Elm during their Valentine's Day sale Thursday, February 11 - Sunday, February 14. Dazzling diamonds, fabulous new faux leather from Vera Bradley, and an array of wonderful gifts all at 20% off. 33 Elm st., 908.232.8199. [www.jwinthrop.com](#)

Just Bead Yourself

Enjoy many Valentine workshops this month at Just Bead Yourself, including Dad & Me "Made with Love" - make Jewelry for Mom, "Mother/Daughter Valentine" - lip gloss & jewelry making, and "Energy of Love for Couples" - his & her gem energy bracelets. Visit their website for details. Also enjoy 25% off Presidents' Day workshops if you come in with a friend and mention this newsletter. 113 Central Ave., 908.232.3411. [www.just-bead-yourself.com](#)

431 North Ave., 908.654.4011. [www.chezcatherine.com](#)

Mulberry House Restaurant is offering a special Valentine's menu on February 13 & 14. Seatings on Saturday & Sunday are at 5pm or 7:30pm. The delicious and elegant 3-course menu is \$70 per person plus tax & gratuity. BYOB. Make your reservation today! [See the full menu here.](#) 415 Westfield Ave., 908.233.3562. [www.mulberryhouserestaurant.com](#)

Amuse's reservation book is filling up quickly for Valentine's Day. They have seatings available on Sunday the 14th at 12pm, 2pm, 4pm, 6pm and 8pm. Amuse will be featuring their dinner menu and amazing specials all day long. 39 Elm St., 908.317.2640. [www.amusenj.com](#)

Food & Wine



CoolVines & Amuse present "The Heart of Cognac: Private Dinner & Tasting"

CoolVines & Amuse are happy to welcome Camus Cognacs as they host an exclusive presentation of their Cognacs alongside a traditional 8-course French menu! Special guest,

Daniel Tindal of Camus Cognacs, presents masterfully crafted Brandies made in the very heart of the Cognac region; curated and specially paired with Chef CJ Reycraft's most coveted winter dishes. Join them at 7pm, Wednesday, February 24 at Amuse in Westfield, 39 Elm St. \$125 per person includes food, brandy, sommelier, tax and tip. For tickets call CoolVines at 908.232.5050 or visit [www.heartofcognac.brownpapertickets.com](#) [www.amusenj.com](#) [www.coolvines.com](#)

Lobsters from Westfield Seafood

Those seeking to have something special with someone special will find great items to share on Valentine's Day from Westfield Seafood. Place an order by Thursday, February 11 for lobsters or other specialties. Also, with Lent beginning this month, Westfield Seafood will have plenty of fish and many varieties for those avoiding meats for religious reasons. 220 South Ave. W., 908.233.3042. [www.westfieldseafood.com](#)



Fried Wings for Superbowl from



South Moon Under

South Moon Under has great Valentine's Day gifts and outfits for yourself, your BFF or that special someone. Gift ideas include the Jennifer Zeuner double heart charm necklace \$165, a B.U. 'love mom' heart necklace \$48, Rebecca Minkoff black 'mini mac' 5-zip handbag \$195, Knock Knock Why You're My Bestie book \$12, W & P Design Carry On Champagne Cocktail Kit \$24. Also, win a \$500 shopping spree just in time for Valentine's Day. Stop by for details. 249 E. Broad St., 908.518.1509. www.southmoonunder.com

Home Economics Consignment Store

Thinner closet, fatter wallet! Home Economics Consignment Store is now accepting spring fashions and home furnishings for consignment. Stop in to see the newest collection of Valentine baubles, designer bags and clothes at 50-80% off. 415 Rahway Ave. Rear Building. Thursday-Saturday 10am-5pm, 908.451.6551. [Facebook](https://www.facebook.com/homeeconomics)

Sole Shoes

Snow Schmow! Step out in style in all leather waterproof boots. These are not your grandmother's boots. Stylish and exclusively at Sole. Stop in for your pair. 201 E. Broad St., 908.654.7800. www.italiansole.com

Westfield Service League

Looking for the perfect gift at a great price for your Valentine? Check out the Westfield Service League (WSL) Thrift and



Roosterspin

Get Roosterspin's super famous double fried chicken wings for the big game day (or any day). They have two great packages: 40 wings with fries (or kimchi) for \$49.99; or 90 wings with fries (or kimchi) and corn on the cob for

\$99.99. They are accepting order now and you can reserve your pickup time. 251 North Ave. W., 908.233.7333. www.roosterspin.com

New: Tuna Steak Salad Rice Bowl at Pure Pita

Pure Pita is now offering a juicy Tuna Steak Salad Rice Bowl with white or brown rice served with spicy Japanese mayo over mixed greens (Romaine & Arugula), rice wine marinated cucumbers, red onions, plum tomatoes, avocado, and cilantro. It comes with wasabi or sesame ginger vinaigrette. Delicious! 106 Central Ave., 908.264.7085. www.purepita.com



Free Coffee at Ahrrre's Coffee Roastery

Free coffee week is February 8 thru 12! Ahrrre's Coffee Roastery is celebrating its 26th Anniversary in business on February 10. Keeping with their tradition, small or large brewed coffee is FREE all day and all week, starting on Monday the 8th. Rule: one per customer every half-hour. Also, enjoy two-for-one hot chocolates for

the entire month of February. 104 Elm St., 908.232.7977. www.ahrrre.com

Gifts of EVOO & Balsamics at Patricia & Paul Artisans of Fine Oils & Balsamics

If eating healthy was on your sweetheart's list this year, or you just want nutritious and delicious Extra Virgin Olive Oil & Balsamics, then Patricia & Paul has the perfect gift for you. Patricia and her team will assist you in combining some of the most luscious flavors, such as Dark Chocolate Balsamic with their Blood Orange Olive Oil, that are guaranteed to melt your valentine's heart all over again. 20 Elm St., 908.232.3866. www.patriciaandpaul.com



Consignment Shops. They have new and gently used designer and name brand clothing, jewelry, home goods and more at bargain prices. 114 Elmer St., 908.233.2530. [Facebook](#)

Fitness/Beauty/Classes/Services:



Satsang Yoga Studio

Spend Valentine Weekend doing something you love with someone you love! Sign up for one of Satsang's special February events: Yoga and the Art of Partnering with Stacy & Seth Newfeld, Friday, February 12 from 7-9pm. Join this event for a playful and healing practice of connection with your lover, mother, sister, brother, friend or whomever you choose. \$50 per couple. Satsang has lots of regular classes on their weekly schedule for all ages and levels as well as multi-week sessions for kids, tweens, and teens. 235 E. Broad St., 2nd floor, 908.789.7203.

www.satsangyogastudio.com

Kennedy's All American Barber Shop

Get the special man in your life "The Perfect Gift" this Valentines Day. This package includes a Signature Haircut, Straight Razor Shave, and your choice of MAN-icure, Facial or Gents Wax. The package also includes a Kennedy's Shave Oil, Shave Cream and After Soother for only \$125.



Chocolate Dipped Strawberries at The Chocolate Bar

The Chocolate Bar is dipping fresh fruit in chocolate for Valentine's Day! Get delicious strawberries as well as other freshly made Valentine's treats. Stop in to watch them dipped right in front of you! 112 Quimby St.,

908.389.9000. www.facebook.com/thechocolatebar

Heart Shaped Cakes and Cupcakes at Cold Stone Creamery

Call or stop into Cold Stone to order heart shaped Valentine's Day cakes and cupcakes, available in fudge truffle flavor.

163 E. Broad St., 908.518.0044. [Facebook](#)

Valentine's Discount at Let's Yo

Let's Yo is offering a Valentine's week special: Receive 15% off a yogurt purchase all week, February 8-15. 121 E. Broad St., 908.233.8800. www.letsyoyogurt.com

Upcoming Events

February 5-29

Art In The Boutique: Dawn DiCicco at Gallery U, Opening Reception Friday, February 5

Gallery U Boutique in Westfield is pleased to exhibit the work of artist Dawn DiCicco from February 5-29, as part of their "Art In The Boutique" series. Gallery U had exhibited her work at their former Red Bank location and are excited to be introducing her art to the

Westfield community. An opening reception is scheduled for Friday, February 5, from 6-8pm. All are welcome. Contemporary Art Group (CAG) Member Exhibit will also be on exhibit in the main gallery. 439 South Ave. W., 908.232.1895. <http://gallery-u.blogspot.com>

Art In The Boutique
Dawn DiCicco



"Great Food for a Great Cause" at Turning Point Restaurants, February 27 & 28

Turning Point Restaurants will again partner with the Kortney Rose Foundation (KRF) to hold the 7th Annual fundraiser "Great Food for a Great Cause" on Saturday, February 27 and Sunday, February 28 from 8am to 3pm at all 11 Turning Point locations. Guests at Turning Point who donate a minimum of \$25 to KRF on either of those two days will receive a Turning Point gift card good for two entrées to be used any time in

Stop in today. 226 North Ave. W., 908.233.0360. [Facebook](#)

Facial Reality Spa & Salon

Get a Valentine's Day gift for your skin. Facial Reality has what your skin needs to repair winter damage. Now you can save on the purest skincare products available.. During February, purchase one skincare product and the second is 25% off. 221 Lenox Ave., 908.928.0010. www.facialrealityspa.com

Power Stretch Studios

Researchers found that those who could not reach to or beyond their toes in the sit-and-stretch test were more likely than their flexible peers to have higher systolic blood pressure. Power Stretch Studios has expanded office hours in Westfield for stretching services and scheduling, so just stop in. They are offering a FREE 15 minute demo session for all first time clients. 66 Elm St., 2nd floor, 973.692.8670. www.powerstretchstudios.com

Maui Whitening

Maui Whitening is offering a Valentine's Day special: \$89 for one hour of laser teeth whitening for one person (originally \$99), or \$149 for two people. Call for an appointment. 406 W. Broad St., 908.233.4715. [Facebook](#)

Urban Sewciety

Registration is now open for spring break mini-camps at Urban Sewciety, a sewing lounge and boutique. There is a morning session for beginners, ages 8 & up; and an afternoon session for advanced beginners/intermediates, ages 9 & up. Space is limited, so sign up early. They are also holding a special event on February 15 (Presidents' Day) called EMOJI MADNESS for kids ages 7 and up where students will design and sew their own Emoji pillow. Get all the

the future. Last year, the event generated more than \$51,000 for KRF, which raises funds for pediatric brain tumor research at the Children's Hospital of Philadelphia (CHOP). 137 Central Ave., 908.264.8180. www.theturningpoint.biz

NJ Festival Orchestra presents La Boheme, Saturday, March 5

On Saturday, March 5 at 7pm, the New Jersey Festival Orchestra season continues at The Presbyterian Church in Westfield with Bohemian Rhapsody. This Joseph DeAlessandro Memorial Opera Concert features a full



presentation of Puccini's La Boheme, sung in Italian with supertitles, acted and in costume. No opera can equal the passion, romance and tragedy of La Boheme. This perennial favorite about love and loss that inspired Rent and many other contemporary shows is surely one of Puccini's most glorious works. A cast of internationally acclaimed guest performers assembled from Maestro Wroe's extensive contacts in European and American opera houses joins NJFO to present this magnum opus that will not leave a dry eye in the house. The Presbyterian Church, Westfield, NJ. Tickets \$26-\$75, students \$13. For tickets and information call 908.232.9400. www.njfestivalorchestra.org

Giving Back



Shovlin Mattress Factory Doing Good Deeds Again

When fire ravaged the home of one of Westfield's restaurant chefs, Ron Shovlin of Shovlin Mattress Factory answered the call to provide beds for the family of five to get back on their feet. This is another example of the generosity and

community spirit of our local merchants and why they make this community so special. 109 Quimby St., 908.322.4178. <http://shovlinmattress.com>



details and register online. 66 Elm St., Suite 2, 908.232.0600.
www.urbansewciety.com/calendar

Details Made Simple ~ Wedding Day Coordinator

Fall in Love with Valentine's Day savings and get your sweetie a Wedding Coordinator. Receive \$100 off any wedding coordination package for the month of February, thru 2/29/16. New customers only. Please mention this Westfield Today newsletter. 231 North Ave. W., Suite 1B, 732.692.4259.
www.detailsmadesimple.com

Rstudio Lash Spa

R~Lash Brow Bar is offering a Valentine's lash and brow special.. Sip champagne while talented stylists apply flirty Diva Crown Lashes and shape your brows into the perfect arch. Call to reserve your spot and mention this DWC newsletter. 100 Quimby St., #3, 908.858.0746.
www.rstudiolashspa.com

Glamorous Girlz

For the month of February, Glamorous Girlz will be offering free Valentine nail art with any manicure or pedicure service. 28 Prospect St., 908.264.8819.
www.glamorousgirlzsalon.com



Anthony James Construction

Congratulations to Anthony James Construction, the recipient of the 2016 Best of Houzz Design & Customer Service award. They are proud to be among the winners in Design since 2013. Visit their houzz profile page for project inspiration. 215 North Ave. W., Suite 3,

If You Liked It, Share It!

We really appreciate your interest. If you enjoyed reading this newsletter, please share it with your friends, family and colleagues. We have no better ambassador than you!

If you have any comments or suggestions, or if you are a business owner in the Special Improvement District and would like to be considered in future issues, please send a note to: j.lemberg@westfieldtoday.com.

Sincerely,

Sherry Cronin, Executive Director
Beth Brenner, Asst. Executive Director
Jamie Lemberg, Digital Marketing & Social Media

Downtown Westfield Corporation (DWC), Management Entity of the Special Improvement District 908.789.9444.

Since its formation in 1996, the Downtown Westfield Corporation's (DWC) efforts have resulted in Westfield, NJ being a nationally recognized successful downtown. The DWC's mission is to make Westfield, NJ a preferred destination where people want to live, work and visit by promoting activities that complement existing businesses and services.



Quick Links

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908.233.2225.

www.houzz.com/pro/hammers

Downtown Westfield Corporation, 105 Elm St., Westfield, NJ 07090

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