



The Latest from Downtown Westfield Corporation

September 2015

Celebrating Fall!

**In This Issue:**

[Back to School Shopping](#)

[25 Best Restaurants in NJ](#)

[Grand Openings](#)

[DWC Thanks All](#)

[Time to Dine! Restaurant Week](#)

[Favorite Downtowns](#)

[Upcoming Events](#)

[Stop & Shop Expansion](#)

[Best Bets](#)



**Back to School Shopping Guide**

**School Supplies:**

**Baron's Drug Store**

243 E. Broad St., 908.232.6680

**CVS/pharmacy**

210 South Ave. W., 908.654.8333

**Stop & Shop**

219-233 Elm St., 908.232.1292



**Time to Dine!**

**Restaurant Week is September 27 - October 8  
Over 25 Restaurants Participating**

Attention all foodies: The Downtown Westfield Corporation is pleased to once again sponsor Restaurant Week, Sunday, September 27 through Thursday, October 8. Customers will have expanded choices of various price-fixed options for lunch and dinner. Over 25 restaurants are participating! This event will be held for two weeks excluding Friday and Saturday. Tax, gratuity and beverages not included. Call restaurants directly to make reservations. A list of participating restaurants, along with prices and details, is available at [www.westfieldtoday.com/restaurantweek](http://www.westfieldtoday.com/restaurantweek).

**Westfield named one of 16 "Favorite Downtowns" in the September issue of New Jersey Monthly**

"Shopaholics beware: An afternoon in Westfield may considerably dent your wallet," boasts the article, which also describes Westfield as having "mall-like variety with the charm and personality of a small town". [Read more....](#)



## Walgreens

260 North Ave. E., 908.232.5100

## Backpacks:

### American Shoe Repair & Luggage

126 E. Broad St., 908.232.9522

### City Sports

151 E. Broad St., 908.264.7993

### GAP/GAP Kids

207 E. Broad St., 908.654.8260

### The Children's Place

177 E. Broad St., 908.789.7542

### Urban Outfitters

154 E. Broad St., 908.928.9861

## Shoes:

### Castle Bootery

52 Elm St., 908.233.7172

### City Sports

151 E. Broad St., 908.264.7993

### GAP/GAP Kids

207 E. Broad St., 908.654.8260

### Lord & Taylor

609 North Ave. W., 908.233.6600

### Randal's Shoes

82 Elm St., 908.232.3680

### Sole Fine Italian Shoes

201 E. Broad St., 908.654.7800

### The Running Company

123 Quimby St., 908.654.9900

## Clothing:

### Athleta

234 E. Broad St., 908.518-7620

### City Sports

151 E. Broad St., 908.264.7993

### Francesca's

161 E. Broad St., 908.233.1680

### GAP/GAP Kids

207 E. Broad St., 908.654.8260

### Lord & Taylor

609 North Ave. W., 908.233.6600

### Lucky Brand Jeans

253 E. Broad St., 908.518.1794

### Nirvana

218 E. Broad St., 908.232.5774

### Roman Boutique

106 Elm St., 908.654.1658

### Ruby & Jenna

206 E. Broad St., 908.232.6222

## Upcoming Events

### Westfield Commemorates 9/11

Friday, September 11, 6:30pm

The Town of Westfield will commemorate the 14th Anniversary of 9/11 with a ceremony starting at 6:30pm at the September 11th Memorial Site at North Ave. and E. Broad St.

Westfield Mayor Andy Skibitsky will make the opening comments which will be followed by the pledge of allegiance, prayers of commemoration, presentation of ceremonial wreath, silent reflection and show of community support. The public is welcome. Rain or shine. Photo by Lisa Crosta.



GALLERY U BOUTIQUE IS PROUD TO PRESENT

### Back to School

An Exhibition Celebrating New Jersey Art Teachers



New Jersey Art Teachers". 439 South Ave. W., 908.232.1895.  
<http://gallery-u.blogspot.com>

### Gallery U Boutique Celebrates NJ Art Teachers with Exhibition September 4 - October 5

Gallery U is pleased to host a special exhibition of works by art teachers, in both public and private schools throughout New Jersey. Seventeen artists are represented through eighteen art works of various mediums and styles as part of "Back to School: An Exhibition Celebrating

### Eileen Fisher Charity Event Saturday, September 26

Eileen Fisher will be hosting a Charity event on Saturday, September 26. They will be fundraising for the Rutgers Institute for Women's Leadership, donating 10% of the day's proceeds. The program is supporting CLASP, an internship based program in activating social justice. Clients will receive \$30 off a purchase of \$50 or more! Stop by the Westfield store for savings and support a worthy cause at the same time. 9 Elm St., 908.233.7133. [www.eileenfisher.com](http://www.eileenfisher.com)



### FestiFall Street Fair

Sunday, September 27

Downtown Westfield will be abuzz from 10am to 5pm (rain or shine) for the 26th annual FestiFall Street Fair. Enjoy nonstop entertainment, scores of vendors,



### South Moon Under

249 E. Broad St., 908.518.1509

### The Children's Place

177 E. Broad St., 908.789.7542

### Urban Outfitters

154 E. Broad St., 908.928.9861

### Victoria's Secret

233 E. Broad St., 908.518.0859

### Mobile Phones & Accessories:

#### AT&T

200 Central Ave., 908.301.1590

#### Verizon Wireless

109 North Ave. W., 908.789.1201



### The 25 Best Restaurants in New Jersey 2015

The Top 25 Restaurants in NJ were chosen by NJ Monthly's panel of food critics and reporters, led by deputy editor/dining editor Eric Levin. Congratulations to Chez Catherine, who once again made the annual list! [Read the full article.](#)



fantastic food, a KidZone with rides, games, and activities, and

so much more. Don't miss Nikki Briar & the SweetBriar Band at 4pm. Fun for the whole family. Sponsored by the Westfield Area Chamber of Commerce, 908.233.3021.

[www.westfieldareachamber.com](http://www.westfieldareachamber.com)

### NJ Festival Orchestra Season Premiere, Saturday, October 10

NJ Festival Orchestra's 2015-2016 season opens dramatically with a world premiere of Gershwin's familiar Rhapsody in Blue with brand new chorus

complementing the symphonic and solo piano forces. Featured soloist is the internationally acclaimed, award-winning pianist and composer Michael Fennelly. Enjoy the kickoff concert Saturday, October 10, 2015, 7pm, at the Presbyterian Church in Westfield, NJ. Tickets are \$75, \$60, \$48, \$26, students \$13. Save up to 25% with a special discount ticket package. For concert, season and ticket information call 908.232.9400 or visit [www.njfestivalorchestra.org](http://www.njfestivalorchestra.org).



### Westfield Farmer's Market September 12, 19, 26

Open every Saturday from 8:30am-1:30pm at the Westfield train station through October 31. All farms are Jersey Fresh members of the NJ Council of Farmers and

Communities. In addition to fresh produce, you'll find organic meat, baked goods, local honey, organic food products, wine, fresh pasta, and more. Sponsored by the Westfield Area Chamber of Commerce, 908.233.3021.

[www.westfieldareachamber.com](http://www.westfieldareachamber.com)

### Westfield Historical Society's Apple Fest, Saturday, October 3

Mums and Kale will be ready for sale at Westfield Historical Society's sixth annual Apple Fest to be held Saturday, Oct. 3, at the Reeve House History and Cultural Center at 314 Mountain Ave, Westfield.

The festival featuring the 1920s is open from 12-4pm, with a rain date on Sunday, Oct. 4. Events will include the Apple Café fashioned as a "speak easy" serving celebrated local food, a judged apple pie-baking contest, old-fashioned games and prizes, 1920's dance demonstrations and more. Read more on [nj.com](http://nj.com).





### Edge Magazine Restaurant Review of Xocolatz

Congratulations to Xocolatz for their feature article in Edge Magazine, September/October 2015 Issue by Andy Clurfeld. "If you don't try the salmon Franciscan when at Xocolatz, you're missing the local favorite... It's a dish with moxie." [www.edgemagonline.com](http://www.edgemagonline.com)



### Mulberry House Restaurant/JD Caterers in Westfield Creates Custom Bridal & Baby Showers

On a quiet street just a few short steps from South Avenue and the Westfield Circle, Mulberry House Restaurant is not only the location of a thriving local restaurant but also home to JD Caterers, versatile and creative providers of one-stop bridal and baby showers, as well as any special events. [Read more on TAP..](#)



### Legal Battle Over Westfield Stop & Shop's Expansion Continues

At a Westfield Town Council conference meeting Tuesday night, August 18, 2015 Town Attorney Russell Finestein announced that a superior court judge's decision earlier this summer to dismiss the case against Downtown Westfield's Stop & Shop's expansion has been appealed. It has been reported that competitor Shop Rite of Garwood is behind the appeal. [Read more from TAP Westfield...](#)

The Westfield Leader published two editorials on August 27 which express the growing public sentiments by Westfield residents that the lawsuit is frivolous and costing Westfield taxpayers money. [Click to read The Leader](#) and then see pages 8 & 9 to for the editorials.



### Shopping Best Bets

#### Mila Boutique

Stop by to see the outstanding new Fall/Winter collection at Mila, especially their beautiful Hipanema collection of bracelets (photo above). Mila has unique pieces from Italy and Paris. 107 Prospect St., 908.232.1110. [Facebook](#)

#### Bittersweet Designs



## Grand Openings

**Duke's Deli** is now open at 339 South Ave W. (corner of Summit Ave.) New owners present the original menu enjoyed for over 40 years in Westfield. 908.264.7072. [Facebook](#)

**UBS** recently celebrated their \$1.25M expansion and renovation of their Westfield office. 109 North Ave., 908.789.4800. [Read more..](#)

*Coming Soon:*

**POE Yoga & Cycle** 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](http://www.poeyoga.com)

**Gotham Costumes**, a Halloween pop-up shop, is opening this month at 125 Elm St. (in the location formerly

Just in time for back to school, Bittersweet has Lilly Pulitzer agenda books, notepads and zippered folio cases in bright new patterns. Fall handbags are available from Big Buddha, Sondra Roberts and Baggallini. The Lilly James leather wrap bracelets are back in stock in great new colors. Bittersweet will also be open for during Festifall on September 27, so stop by for special savings. 212 Lenox Ave., 908.389.0330. [Facebook](#)

## DavidHenry Marketing & Media

The DavidHenry Agency is a full service marketing and media company that has been in Westfield for over 10 years (10 Prospect St., 2nd Fl., 908.389.1200). They recently did a TV and social media campaign that was featured nationally and had several Westfield residents in the ad (the kids and adults are all from Westfield and it was filmed in Westfield)! [View their commercial](#) for 'bluebee pals'.

## Do Ewe Knit

Beginner knitting classes are starting at Do Ewe Knit Sunday, September 27 at 11:30am, Wednesday, September 30 at 10:30am, and October 1. A dye workshop is also offered on Sunday, September 20 at 11am in which you may dye your own yarn. All classes and workshops are described on their website. 217 Elmer St., 908.654.knit. [www.doeweknit.com](http://www.doeweknit.com)

## Evalyn Dunn Gallery

Evalyn Dunn is offering a special promotion on the purchase of greeting cards. They have beautiful handmade cards for all occasions and for the month of September, it's buy one get one free (of equal or lesser value). To take advantage of this bargain, mention the Westfield Today newsletter at time of purchase. 549 South Ave. W., 908.232.0412. [www.evalyndunngallery.com](http://www.evalyndunngallery.com)

## The Farmhouse Store

The first hints of autumn are starting to sneak into The Farmhouse Store. They've got pumpkins and jack-o-lanterns in clay, glass, and their always-popular gourds. Stop in to see the new 2015 styles to add to your collection. As the kids head back to school and your schedule fills up, The Farmhouse Store will be staying open late until 8pm on Thursday nights to give you more of an opportunity to shop. 221 E. Broad St., 908.654.0444. [www.thefarmhousestore.com](http://www.thefarmhousestore.com)

## Gap, GapKids, babyGap, GapMaternity

Gap has a few events scheduled for September. In stores now is the Gapkids x Ellen DeGeneres collection. This collaboration with ED and Girls, Inc. is designed to empower girls to be themselves. Part of the proceeds go to the Girl's, Inc. Foundation. Plus enjoy these savings: Tuesday, 9/8 - Tuesday, 9/15, get \$20 off Select Khaki Styles; Tuesday, 9/8 - Monday, 9/21, stop in for Gapkids & babyGap Biggest Little Event. 207 E. Broad St., 908.654.8260. [www.gap.com](http://www.gap.com)

## Glamorous Girlz

Westfield Sleep Center).

**Chill Cryotherapy** is opening soon at 327 South Ave. W., across from the train station. Whole body cryotherapy involves the brief (2-3 minutes) application of extremely cold temperature to the skin. It is an increasingly popular treatment among professional athletes, celebrities and individuals looking to improve their overall health, fitness and wellness. The Chill Cryotherapy Center will be one of only a few centers in NJ. Stay tuned for an October launch!

**Domino's Pizza** is moving soon to 219 South Ave. W. from 403 W. Broad St. 908.889.1818.



### **DWC Thanks All for a Successful Sweet Sounds Downtown Jazz Festival**

The Downtown Westfield Corporation would like to thank all the bands and musicians who performed, the band selection committee, DWC staff and volunteers who made it happen, the shops and

For the month of September, Glamorous Girlz is celebrating back to school: Get a free manicure (and free nail art) with every haircut. 28 Prospect St., 908.264.8819.

### **Home Economics Consignment Store**

Drop the kids off at school and make a beeline over to Home Economics for their grand re-opening. View the new fall finds in home furnishings, back to school clothes and fabulous sweaters and boots. Visit the special 50% off section. And don't miss the new collection of American Girl Dolls. 415 Rahway Ave. (rear building), 908.451.6551.

[www.homeeconomicsconsignment.com](http://www.homeeconomicsconsignment.com)

### **J. Winthrop on Elm**

School has started, and so should your holiday shopping at J. Winthrop. For the month of September, save 20% on any personalized jewelry and gifts from their HEARTSTRINGS collection. Update your fall wardrobe with something new from Brighton - receive a free pair of earrings with any full price Brighton purchase of \$75 or more. Receive a free grand cosmetic with any full price Vera Bradley purchase of \$75 or more, while supplies last. 33 Elm St., 908.232.8199.

[www.jwinthrop.com](http://www.jwinthrop.com)

### **JL Makeup Artistry**

JL Makeup Artistry has partnered with MOOR Studios to bring you Makeup & MOOR. They're kicking off the season with a 3-Look Photo Shoot Special including professional makeup along with 5 Hi-Res prints for only \$299 (a \$499 value) for the month of September. Limit 1 per customer. Don't miss this opportunity to be fabulous, spirited and fun! Call to schedule your shoot. 231 North Ave W., Suite 1, 908.233.2337. [www.JLMakeupArtistry.com](http://www.JLMakeupArtistry.com)

### **Lord & Taylor**

Westfield Lord & Taylor will be hosting their first ever Charity Shopping Night for GRETA'S RUN on Saturday, September 12th, 5pm-8:30pm. 5% of sales will go to GRETA'S RUN, and you can pick up your race packet and enjoy a pasta dinner (courtesy of Casa Di Pizza). Do your back to school shopping and give back to GRETA'S RUN! 609 North Ave., 908.233.6600.

[www.lordandtaylor.com](http://www.lordandtaylor.com)

### **LunchBox (A Waxing Salon)**

Back to school means back to smooth. Get a smart deal for students and parents with 20% off any one service. Book online with promo code BACKTOSMOOTH. Special ends September 15. Not valid with other promotions or discounts. 125 Quimby St., 908.233.3149. [www.lunchboxwax.com/salons/westfield](http://www.lunchboxwax.com/salons/westfield)

### **Rstudio Lash Spa**

Rstudio Lash Spa is pleased to announce the launching of their new and improved website to better serve customers. They celebrated their 2-year anniversary this spring in Westfield thanks to a loyal clientele and highly skilled owner. New clients

restaurants who stayed open late, our generous sponsors, and all the people who came down to enjoy the music during this summer's 19th annual Sweet Sounds Downtown Jazz Festival. [Read more...](#)

\*\*\*\*\*

## We hope you enjoyed this monthly publication.

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 email: [j.lemberg@westfieldtoday.com](mailto: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.*

enjoy a 20% discount on all lash services with mention of this Westfield Today newsletter. Offer Expires 10/1/15. 100 Quimby St., 908.858.0746. [www.rstudiolashspa.com](http://www.rstudiolashspa.com)



### South Moon Under

TGIF! Thank goodness it's Frye-days at South Moon Under - 20% off all Frye Boots, September 10-13. 249 E. Broad St., 908.518.1509. [www.southmoonunder.com](http://www.southmoonunder.com)

### UPS Store

The UPS Store is celebrating its 1st year anniversary at its new location! The store is across from the Westfield Post Office and parking is available right in front. 208 Lenox Ave., 908.654.8200. [www.westfield-nj-1567.theupsstorelocal.com](http://www.westfield-nj-1567.theupsstorelocal.com)

### Westfield Auto Wash

We all want to hold on to summer, but... get the sand out of the car! Enjoy a [printable coupon](#) from Westfield Auto Wash. Experience over 30 years of friendly service, and receive free wheel prep and hand drying at a reasonable price. Gift certificates and car wash coupon books are available. 339 W. Broad St., 908.232.4114.

---

## Quick Links

[Our Website](#)

[About DWC](#)

[Contact Us](#)



[Forward email](#)



This email was sent to [j.lemberg@westfieldtoday.com](mailto:j.lemberg@westfieldtoday.com) by [j.lemberg@westfieldtoday.com](mailto:j.lemberg@westfieldtoday.com) | [Update Profile/Email Address](#) | Rapid removal with [SafeUnsubscribe™](#) | [About our service provider.](#)



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