



The Latest from Downtown Westfield Corporation March 2016 Shop local, Dine Often

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**Dine Out Westfield Continues Through 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 not included. **For a list of participating restaurants, along with prices and menus, visit [www.westfieldtoday.com/dineoutwestfield](http://www.westfieldtoday.com/dineoutwestfield).**

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As part of Dine Out Westfield, the Downtown Westfield Corporation is conducting daily random drawings from February 28 - March 10 for diners with mobile devices at participating restaurants. Diners simply scan the QR code on a drawing card provided by their server for a chance to win a \$50 gift certificate to one of the participating restaurants or a \$25 parking card!

**Here are the daily drawing winners so far...**

February 28: Paula Stone won the \$50 gift card to Limani Seafood Grill, Barbara Wyckoff won the parking card, ate at Limani

February 29: Hoa Nguyen won the \$50 gift card to Turning Point Restaurant, Caitlin McGowan won the \$25 parking card, ate at Cosimo's

March 1: Craig Sansig won the \$50 gift card to Xocolatz,



**Go Green or Go Home!**

You don't have to be Irish to celebrate St. Patrick's Day! There are lots of things to eat and enjoy this month in Westfield to get into the

lucky spirit. Head to Bridget's Irish Cottage (15 E. Broad St., 908.789.0909) for **all things Irish**. Get **green bagels** at Manhattan at Manhattan Bagel (210 South Ave. W., 908.654.0525). Enjoy **shamrock cookies** at Carlo's Bakery (21 E. Broad St., 908.228.5525) and **Irish soda bread** or **green peanut macaroons** at Bovella's Pastry Shoppe (101 E. Broad St., 908.232.4149). Try an **Irish whiskey, an Irish coffee, or a pint of Guinness** at 16 Prospect Wine Bar & Bistro (16 Prospect St., 908.232.7320) or The Office Beer Bar & Grill (411 North Ave., 908.232.1207).



## Intersection Improvements to Begin March 14 in Downtown Westfield

If you have ever sat in traffic at Elm Street waiting to turn, to cross as a pedestrian or if you have been caught 'blocking the box' at E. Broad & Elm Street, then you know this intersection needs to be upgraded. Thanks to the efforts of the Town of Westfield, Union County, and a Department of Transportation grant, these improvements are scheduled to begin on or about March 14, 2016. Union County is overseeing construction and providing updates. Also note that the sidewalks around the perimeter of The Children's Place are being replaced privately by the building

Labinot Alidemaj won the \$25 parking card, ate at Boulevard Bistro

When you dine out in Westfield through March 10, make sure to check with your server for your chance to win!



## Grand Openings

**The Device Shop** is now open at 51 Elm St., repairing all iPhones, iPads, MacBooks, Samsung, Nexus, LG & more. Owned by a Westfield couple, The Device Shop is NYC's most trusted device shop with over 55,000 devices repaired and eight locations. They handle screen replacements, battery replacements, water damage, charging problems, power buttons, headphone issues and camera replacements. The Device shop is offering Downtown employees 10% off services and 20% off accessories! 908.698.4589. [www.thedeviceshop.com](http://www.thedeviceshop.com)

**Giallusi Custom Homes** is now open at 427 South Ave. W (formerly Meeker's Florist). Founded in 2004, Giallusi designs and builds prestigious custom homes throughout Westfield and the surrounding counties. Their talented team of designers, contractors, and project managers take on a limited number of addition and remodeling projects every year; from kitchens, bathrooms and family rooms to luxurious full house transformations. 908.294.2128. [www.gialluisihomes.com](http://www.gialluisihomes.com)

### Coming Soon:

**Sofi's Color Lounge**, a full service hair salon, will open at 17 Elm St., in the space formerly Blow in Blow out. They offer precision haircuts, creative hair color, styling and hair shaping in a relaxed, comfortable, and professional atmosphere. Their

owner but coordinated with the timing of this project. The Town of Westfield will be removing the trees in order for the new sidewalks to be installed and replacing the trees as part of a comprehensive downtown tree replacement phase. For more information and updates, visit [www.westfieldtoday.com](http://www.westfieldtoday.com)



### **Spotlight On: Volunteer Jeff Christakos & Westfield Wealth Management**

For many years, Jeff Christakos has volunteered with Downtown Westfield Corporation (DWC) and serves as the Chair of the Economic Development Committee. Jeff has a unique perspective as not only a downtown business owner, but also is a property owner and lives right in downtown. With his distinctive bowtie, he is often seen around town at DWC ribbon cutting events, walking his dog Charlie, running marathons, or enjoying downtown shops and restaurants with his wife Anna. He is a respected business leader, supports many charitable organizations, and was the most recent recipient of the DWC Lee M. Hale Volunteer Service Award.

Jeff runs his firm, Westfield Wealth Management, along with his accomplished CPA wife Anna and

experts work with your hair type, body type, skin tone, personality and lifestyle to create the best haircut, hair coloring and style that expresses who you are - or who you want to be. Sofi's also has salons in Summit NJ and Cranford NJ. Visit them on [Facebook](#).

**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. [www.harvestrestaurants.com/addamstavern\\_westfield](http://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](http://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](http://www.Joharionline.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](http://www.kilwins.com)

**POE Yoga** will open at 118 Elm St. (near Yapple Yogurt). Expanding from Far Hills, Short Hills and Fair Haven 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.poevoga.com](http://www.poevoga.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](http://www.amazinglashstudio.com)



his son, Andrew. Westfield Wealth Management recently became fee based only, as they do not sell products or receive commissions. With his family based business, they specialize in high net worth individuals and family-owned businesses. [Read more...](#)

Westfield Wealth Management, 415 South Ave. W., 908.654.4784.  
[www.westfieldwealth.com](http://www.westfieldwealth.com)

## Girls' night out Westfield, NJ



**Girls' Night Out is Returning to Westfield Thursday,  
May 5, 2016, 5-9pm**



### Best Bets

#### South Moon Under

Enjoy 15% off all swimwear, plus instagram giveaways, gifts with purchase, and more, March 9-28. 249 E. Broad St., 908.518.1509.  
[www.southmoonunder.com](http://www.southmoonunder.com)

#### Chico's

Enjoy 25% off all full priced styles plus passport members take an extra 5% off from 2/28-3/13 and 3/21-27. 76 Elm St, 908.301.1737.  
[www.chicos.com](http://www.chicos.com)

#### Bittersweet Designs

Bittersweet is set for Spring. Big Buddha, Sondra Roberts and Echo handbags are arriving in the newest spring colors. Beach cover ups from Echo have arrived for your Spring

Ladies, it's that time again! Back by popular demand, Downtown Westfield Corporation is sponsoring Girls' Night Out. Discover unique shops, pamper yourself with trunk shows, special events, promotions, and complimentary refreshments as you stroll among the retailers in Downtown Westfield, NJ. Be one of the first 1,500 lucky ladies to register and receive a gift (a secret until arrival). Rain or shine. Don't miss it. [Register Now!](#)



### Food & Wine

#### Healthy Choices at Turning Point

Along with the warmer weather comes the arrival of the dreaded bathing suit season. The Turning Point restaurant serves delicious, healthy and calorie-conscious breakfast and lunch alternatives that will help you wear last year's bikini with pride. That's one of the many reasons the Jersey family-owned and operated Turning Point restaurants were voted #1 in the Breakfast category in New Jersey Monthly's "Jersey Choice Restaurant Poll 2015". Try the herbal teas, No Yolks About It Omelet or the Martha's Vineyard Salad (pictured above). Serving breakfast, lunch and brunch daily

Break vacations, along with new items from Lilly Pulitzer. Stop by and see the new Lizzy James bracelets and Mariposa spring wedding gifts. Mention this newsletter and receive 15% off your purchase. 212 Lenox Ave., 908.389.0330. [Facebook](#)

### **Evalyn Dunn Gallery**

From a multitude of recent shows, Jacie and Amy have brought in lots of new handmade gift items for their gallery. Among the new items are hand painted silk scarves, necklaces and earrings, unique pins and ring holders. Stop in to check out all the gifts. 549 South Ave., W., 908.232.0412. [www.evalyndunngallery.com](http://www.evalyndunngallery.com)

### **Glamorous Girlz**

For the month of March, Glamorous Girlz is offering a free manicure with a pedicure or facial! 28 Prospect St., 908.264.8819.

### **Home Economics Consignment Store**

Get your hands on the newest arrivals for Spring from Milly, Tory Burch and more. Celebrate St. Patrick's Day with 20% off all Waterford. Have things to consign? Stop by or give them call. 415 Rahway Ave., rear building. Thursday-Saturday, 10am-5pm, 908.451.6551.

[Facebook](#)

### **Indigo Art & Party Place**

Indigo offers classes and reasonable party rental space in the heart of downtown Westfield. Indigo can transform its charming space in historic Arcanum Hall to be the perfect setting for any type of event: birthday parties, baby showers, sweet sixteens, art shows or corporate events. They also offer paint nights, cake decorating classes, meditation, lifestyle coaching, fundraisers and more. 102 Elm St., 2nd floor, 908.986.6816.

from 8am-3pm. 137 Central Ave., 908.264.8180. [www.theturningpoint.biz](http://www.theturningpoint.biz)

### **Fresh Seafood for Lent at Westfield Seafood**

Westfield Seafood is happy to announce that although Saint Patrick's Day is coming soon, their fish will not be green! Ha! As Lent continues through the month, they will have a wide array of fish, both for those who are fasting for religious reasons and for those who are simply enjoying the wonderful flavors of seafood. 220 South Ave. W., 908.233.3042. [www.westfieldseafood.com](http://www.westfieldseafood.com)



### **Waffles at Roosterspin**

Did you know that Roosterspin serves a Gluten free waffle? Their R-Waffle is made with 100% chapssal sweet rice flour and is a perfect way to start your weekend brunch. This gluten free dish is super crispy on the outside, chewy on the inside and delicious all over. Pick from four of their homemade syrups - ginger, Yuzu, blueberry or siracha. 251 North Ave. W., 908.233.7333. [www.roosterspin.com](http://www.roosterspin.com)

### **Prix Fixe Lunch at The Brick Oven**

The Brick Oven will extend Dine Out Westfield \$10 2-course lunches Monday-Friday through the month of March. 117 Quimby St., 908.317.9500. [www.thebrickovenwestfield.com](http://www.thebrickovenwestfield.com)

### **The Office Beer Bar & Grill is Open**

Contrary to popular belief, The Office is still open despite news of the building reconstruction. Enjoy free bar bingo on Tuesdays 9-11pm, trivia night on Wednesdays 9-11pm, and Karaoke on Thursdays 10-12pm. 411 North Ave. W., 908.232.1207. [www.office-beerbar.com](http://www.office-beerbar.com)

### **Month of Giving at Jersey Mike's Subs**

Jersey Mike's of Westfield invites you to stop in during the month of March and help them support The Westfield Area Y's Scholarship program for After School Care and Camps. Customers may purchase donation coupons for \$1, \$3, \$5 or

[Instagram](#)

### **Just Bead Yourself**

Just Bead Yourself has some fun theme beading events for kids on March 25, which is Good Friday and a school day off. Make a Sofia the First Amulet Necklace (age-3-6), or bring your doll to Afternoon Tea and make a matching necklace for you and your doll. Mention this Westfield Today newsletter for 10% off if you bring a friend. 113 Central Ave., 908.232.3411.

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



### **Power Stretch Studios**

Power Stretch Studios now has extended hours. Stop in on Sundays 1-4pm to schedule your free session and to learn about assisted stretching. Life is short, Stretch it out! 66 Elm St., 2nd floor, 973.692.8670. [www.powerstretchstudios.com](http://www.powerstretchstudios.com)

### **Satsang Yoga**

Satsang is offering an interesting self-help class in March: Find Your True North with Lisa Geller. In two Sunday sessions, explore career topics such as doing what you HAVE to do vs. what you WANT to do, making a change, assessing your direction and re-entering the workforce. Through a series of interactive exercises, you will have the opportunity to find your true north and define the steps you can take to explore what you are passionate about. 235 E. Broad St., 908.789.7203.

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

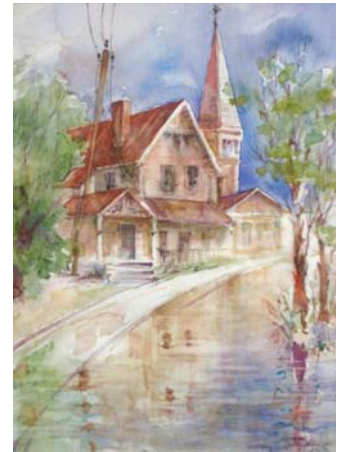
any other amount. The full purchase price of the coupon will be donated to the Y. The campaign will culminate on Jersey Mike's national "Day of Giving" Wednesday, March 30 when 100% of the day's sales are donated to the Y's program. 144 E. Broad St., 908.233.6002. [www.jerseymikes.com](http://www.jerseymikes.com)

## **Upcoming Events**

### **SWART: Social Work Works, Artwork By NJ Social Workers & Art Therapists" at Gallery U, March 4**

Opening reception Friday, March 4, 6-8pm, exhibited March 4 - April 4, 2016. This exhibit honors the importance of art, social workers, and art therapists in our society. SWART offers artworks that range from complex abstract explorations to realistic renderings of people, places and things.

Gallery U Boutique is also pleased to exhibit the work of artist Samuel Sinelnikov (photo) from March 4 - April 4, 2016, as part of their "Art In the Boutique" series. This solo exhibition will highlight his works in watercolor. Each piece is a gorgeous interpretation of local scenes and nature. 439 South Ave. W., 908.232.1895. <http://gallery-u.blogspot.com>



### **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](http://www.njfestivalorchestra.org)

[Read more on nj.com](http://Read more on nj.com)





**The Town Book Store**

St Patrick's Day and Easter are both this month and The Town Book Store has a number of great books for both these holidays. Plus, they also just restocked their small toys with stuffed bunnies and other toys, perfect for Easter baskets! 270 E. Broad St, 908.233.3535. [www.townbookstore.com](http://www.townbookstore.com)

**Time Warp Shoppe**

Time Warp will be holding a charitable event on Sunday, April 3, 12-4pm to benefit Parents of Autistic Children. Refreshments will be served and a percentage of all sales will be donated to this wonderful organization. Contact them with questions about this event or holding a similar charitable event at their shop. 407 South Ave. W., 908.232.2848. [Facebook](#)



**Urban Sewciety**

Registration is now open for their Summer Sewing Camp Series for ages 8 and up. Choose from any of four themed weeks. Their March Facebook giveaway is a \$100 OFF COUPON for one week of Summer Camp. See details and enter to win on [Facebook](#). 66 Elm St., Suite 2, 908.232.0600.

**Evolution Art Exhibition at Galeria West, March 5**

After a successful and popular exposition at the Galeria West Art & Music Gallery, the acrylic on canvas fine art display by South American artist Carlos Ivan Cruz has been extended to Saturday, March 5, 2016. Several paintings from the collection are still available for viewing and acquisition. 11 Quimby St., 908.301.9217. [galeriaw@msn.com](mailto:galeriaw@msn.com)

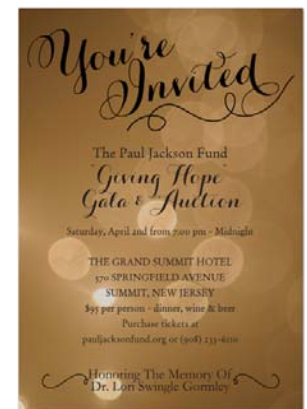


**Spring Makeover Parties at bluemercury, Begin March 5**

You're invited! These parties take place 11am-6pm at bluemercury Westfield. Refreshments served. Space is limited, so call to book an appointment with your favorite brands' makeup experts. NARS Party: Saturday, March 5; Bobbi Brown Party: Friday, March 11 - Saturday, March 12; Laura Mercier Party: Friday, April 1 - Saturday, April 2; Trish McEvoy Party: Friday, May 20 - Saturday, May 21; Lune+Aster Party: Friday, June 10. 82 Elm St., 908.233.1100. [www.bluemercury.com](http://www.bluemercury.com)

**The Paul Jackson Fund's "Giving Hope" Gala & Auction, April 2**

The Paul Jackson Fund's "Giving Hope" Gala & Auction, honoring the memory of Dr. Lori Swingle Gormley (WHS '74), will be held on April 2nd at the Grand Summit Hotel, Summit, NJ. Tickets may be purchased online. \$95 per person - dinner, wine & beer included. Proceeds will benefit individuals and families facing a financial hardship due to medical crisis. [www.pauljacksonfund.org](http://www.pauljacksonfund.org)



**Silhouette Day at Juxtapose Gallery, April 9**

Juxtapose Gallery will hold its traditional Silhouette Day on Saturday, April 9, from 10am to 4pm, just in time for Mother's Day! A silhouette of your child makes a great gift for moms, grandparents or anyone special to you and your child. Call or email for an appointment. 908.232.3278 or [info@juxtaposegallery.com](mailto:info@juxtaposegallery.com)

**Art Month in Downtown Westfield, March 1-31**

Downtown stores are hosting Westfield student artwork in their windows this month, organized by the Westfield Public Schools Fine Art Department. In addition, DWC partnered with

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## 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!

To keep updated ongoingly, please visit us on Facebook at Westfield NJ - Downtown, on Instagram@Downtown\_Westfield, and on Twitter@westfieldtoday.

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.*

Gallery U to place client artwork exhibits in some vacant stores.

## Retail Buzz: Savory Spice Shop has a New Owner

For over five years, The Savory Spice Shop has been a fixture on E. Broad St., opened in 2010 by sisters Jackie Mittelhammer and Becky Solheim. Customers came to enjoy not only the freshly ground herbs and spices and the hand-blended seasonings, but the friendly service and culinary advice provided by the sisters and their staff. With the start of the new year, the owners made the difficult decision to focus more on their growing families and decided to pass their spice baton back to the head office based in Denver, CO. The shop will be managed locally by Westfield resident, Marty Silverman, an employee for almost 2 years. Marty not only brings a true passion for all things good to eat, but a real appreciation for what was built over the last 5 years. Marty fully supports the "experience" that is shopping at Savory Spice Shop. The smells, the tastes, the recipes, the suggestions, and the personalized service. [Read more...](#)



Savory Spice Shop, 138 E. Broad St., Westfield, NJ  
07090, 908.264.8947. [www.savoryspiceshop.com](http://www.savoryspiceshop.com)

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## Quick Links

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