



The Latest from Downtown Westfield Corporation

May 2016

Celebrating Spring!

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If you like this newsletter,
please share it!



Mother's Day Essentials

There are plenty of local businesses downtown that offer flowers, chocolates and sweet desserts for the special women in your life. Here are a few of Westfield's essential gift

Girls' night out Westfield, NJ



One Night Only!
Thursday, May 5, 5pm-9pm

Girls' Night Out is returning to Westfield on Thursday, May 5 from 5-9pm with samplings, product demonstrations, refreshments and discounts from over 90 businesses! Discover unique shops, pamper yourself with promotions, and relax with complimentary refreshments as you stroll among the participating retailers in Downtown Westfield, NJ. Check out the evening's **brochure** here for details.

Nikki Briar & The Sweetbriar Band will be entertaining the crowds in the 105 Elm Street Park. Nikki is described as a taste of country, a lick of rock! See more about Nikki below in Arts & Entertainment.

In addition to Nikki, highlights of the evening include:

- **Clint Harp** of HGTV Fixer Upper fame will be launching his retail furniture and accessories line at The Farmhouse

destinations.

Flowers/Plants:

Blue Jasmine Floral Design & Boutique

(shown above)
23 Elm St., 908.232.2393
bluejasminellc

Flower Art by Design Contempo

103 Prospect St., 908.301.0300
flowerartbydesigncontempo.com

The Green Room

227 Elmer St., 908.518.0400
www.greenroomflorist.com

Chocolates:

Brummer's Chocolates

125 E. Broad St., 908.232.1904
brummershomemadechocolates

The Chocolate Bar

112 Quimby St., 908.389.9000
thechocolatebar

Baked Goods:

Bovella's Pastry Shoppe

101 E. Broad St., 908.232.4149
www.bovellas.com

Carlo's Bakery

21 E. Broad St., 908.228.5525
www.carlosbakery.com

Tutti Baci Italian Bakery

401 South Ave. W., 908.317.9200

Store

- Rock with popular musician **Michael Doyle** at the corner of Elm St. and Quimby St.
- Enjoy complimentary **'Kellertinis'** and makeovers and headshots at Keller Williams
- Stop in for the Grand Opening celebration of **Sofi's Color Lounge**, complete with 'Sofiritas'
- Enjoy 30 minutes of complimentary **karaoke** at Roosterspin with a dinner for four

Be one of the first 1,500 lucky ladies to register and receive a complimentary gift from Downtown Westfield Corporation (a secret until arrival)! Begin your evening at 125 Elm St. to get your gift and information. Rain or shine. Don't miss it. [Register Now!](#) Or just come down and enjoy!



Grand Openings

Sofi's Color Lounge, a full service hair salon, is now open at 17 Elm St., in the space next to Old Havana. They offer precision haircuts, creative hair color, styling and hair shaping in a relaxed, comfortable, and professional atmosphere. Sofi's also has salons in Summit NJ and Cranford NJ. Join them for a grand opening celebration during Girls' Night Out on May 5, 5-9pm. 908.926.6055. www.soficolorlounge.com

Tang Art Advisory, a full-service art advisory firm operating out of New York, East Hampton, Philadelphia, Miami, London and Hong Kong, is now open at 102 Elm St. (in Arcanum Hall), 3rd floor. They assist private clients with the buying, selling and managing of their collections of fine and decorative art. If you'd like to book an introductory consult, please contact



ALEX AND ANI

Shopping Best Bets

Gifts for Mom:

ALEX AND ANI

Celebrate her love at the ALEX AND ANI's Mother's Day Shopping Event on Saturday, May 7. Receive an exclusive FREE GIFT with purchase of \$75 or more (limited quantities, while supplies last). 200 E. Broad St., 908.264.8157. www.alexandani.com

Bittersweet Designs

Just in time for Mother's Day, Bittersweet has Eliza B. flip flops, Lilly Pulitzer beach totes and accessories, Echo beach cover-ups, Big Buddha and Sondra Roberts handbags, plus the newest summer jewelry from Lizzy James. Stop by on Thursday, May 5 for Ladies Night Out for in-store specials. Mention this newsletter and receive 15% off your entire purchase! 212 Lenox Ave., 908.389.0330. [Facebook](#)

Evalyn Dunn Gallery

Evalyn Dunn has a new line of bracelets that are great for Mother's Day. These bracelets are called "Story Bracelets" and have dangling charms that tell your story. They are produced by stay at home moms and single low income moms. Let's hear it for "Women Helping Women"! 549 South Ave. W., 908.232.0412. www.evalyndunngallery.com

them. www.tangartadvisory.com

Coming Soon:

Grilled Cheese Shoppe, a casual restaurant featuring artisan grilled cheese sandwiches for the whole family, will be coming to 113 Quimby St. and is opening very soon. The menu will feature sandwiches for lunch, dinner, weekend brunch, and dessert. Grand Opening information will be posted on their website. 908.233.0070. www.grilledcheeseshoppenj.com

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 June. Extensive renovations continue, as exterior work is completed and interior efforts are underway, including a full bar and a 162-seat restaurant on both levels with a mezzanine and outdoor herb garden. Stay tuned for Grand Opening details. www.harvestrestaurants.com/addamstavern_westfield

De Farina, an Italian specialty restaurant and pizzeria, will be opening soon at 107 E. Broad Street. Stay tuned for more details.

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

POE Yoga will open at 128 Elm St. Expanding from Far Hills, Short Hills and Fair Haven NJ, this studio will offer a state of the art Hot Yoga and "Fire Barre" experience that leaves you rejuvenated and detoxed. Equipped with oxygen-purification systems and far infrared radiant heat their studios are setting the bar high within the Yoga community. Stop by during Girls' Night Out, May 5, to receive discounts on classes and merchandise while enjoying refreshments and beverages. POE stands for Peace On Earth and was founded around their vision of peace, harmony, commitment, and community. www.poeyoga.com

Jack & Jill, a hair salon for boys and girls, is moving from Cranford, NJ to 305 South Ave. W. (directly across from the train station).

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

Raritan Valley GYROTONIC®, offering a unique exercise method in group classes and personal sessions, is coming to 111 Quimby St., Suite #9, in the beginning of May. www.rvgyrotonic.com

Arts & Entertainment Events

Mila

Mila clothing boutique is offering 50% off during Girls' Night Out, May 5 and on Mother's Day weekend, May 7-8. Join them May 5, 5-9pm when they host an evening of inspired spring and summer fashion, cocktails and more. Mila imports clothing from Italy and France and offers a range of ladies clothing that are beautiful, stylish and well cut for all occasions. 107 Prospect St., 908.232.1110. [Facebook](#)

Jude Connally

The May Collection kicks off the summer 2016 season at Jude Connally with warm weather essentials that will take you from day to play to party. Prints arrive in soft blue, seafoam green and pops of crisp white. These dresses are the perfect gift for Mother's Day. Mom will have fun, feel good and enjoy will the compliments! 111 Central Ave., 908.889.0900. www.judeconnally.com

N&C Jewelers

2nd Anniversary sale is going on now with a storewide sale of 25%, May 2-14. 102 Quimby St., 908.233.3380. [Facebook](#)

Home Economics Consignment Store

Great style is passed down, so return the favor with the perfect Mother's Day gift from Home Economics Consignment Store. Stop in and find something fabulous all at 50-80% off retail. This month take 20% off all rugs. Have things to consign? Call them at 908.451.6551 415 Rahway Ave., Rear Building. Open Thursday-Saturday, 10am-5pm. [Facebook](#)

Home:



Nikki Briar & The Sweetbriar Band will Entertain the Crowds at Girls' Night Out, May 5

Downtown Westfield Corporation is sponsoring entertainment during Westfield's Girls' Night Out on May 5. We are pleased that Nikki Briar & The Sweetbriar Band will be entertaining the crowds in the 105 Elm Street Park. Nikki is described as a taste of country, a lick of rock! This hot, sassy, country rocker will get your boots stompin and hands clappin, guaranteed! She has been named the East Coast's hardest working female country artist as of 2011, sliding herself into the hearts of fans all over the nation and world! While performing over 220 shows a year, this Jersey Girl clearly has the heart of a country music superstar. Destined for Nashville! Don't miss this great performance and register for Girls' Night Out at <http://www.westfieldtoday.com/girlsnightout>.



Photographer and Photo Artist Charlann Meluso Exhibits at Gallery U, May 6

Gallery U Boutique in Westfield is pleased to exhibit the work of award winning photographer and photo artist Charlann Meluso from May 6 - June 2 as part of

their "Art In the Boutique" series. In her series, Flowers on Abstracts, Meluso combines her original flower photography with unique and complementary abstract backgrounds selected specifically for each individual image. An opening reception is scheduled for Friday, May 6 from 6-8pm. Artwork will be exhibited through June 2. 439 South Ave W. 908.232.1895. <http://gallery-u.blogspot.com>

A Tour of Notable Homes, May 7

A Tour of Notable Homes, presented by the





The Farmhouse Store

HGTV star Joanna Gaines of Fixer Upper has launched her furniture line, Magnolia Home. The Farmhouse Store is proud to be one of the first retailers nationwide to carry Magnolia Home. Owner Ed Menapace met with Chip and Joanna at the High Point Furniture Market in mid-April. The Farmhouse Store has dining room, living room, and bedroom models on the sales floor now with more pieces arriving each week. Stop by to check out this great new furniture line! 221 E. Broad St., 908.654.0444.

www.thefarmhousestore.com

Services:



www.detailsmadesimple.com

Details Made Simple ~ Wedding Day Coordinator

Details Made Simple is turning five this

Friends of NJ Festival Orchestra, will be held Saturday, May 7 from 10am-3pm. Five distinguished homes in Westfield and surrounding areas representing a range of architectural influences and design sensibilities generously open their doors to benefit the NJ Festival Orchestra. Included in the self-guided tour are musical interludes, plant sale, refreshments, upscale raffles and - back by popular demand - a classic luxury automobile stationed at many locations, including the new TESLA X, plus a "Drive Tesla for a Day" raffle. Tickets are \$35 in advance, \$40 on tour day. Purchase tickets online or at Baron's Drug Store or The Town Book Store in Westfield. www.njfestivalorchestra.org



Saul Drittel to Speak at the 9th Annual Hale Speaker Series at Westfield Memorial Library, May 11

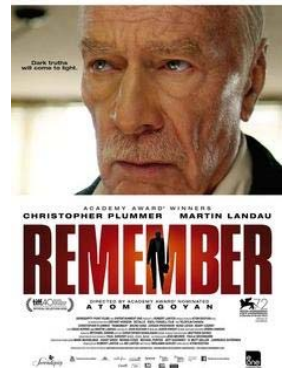
Expand your mind through the 9th Annual Hale Speaker Series on Wednesday, May 11, 7pm-8:30pm as Saul Drittel, Westfield resident, longtime shop owner, and commercial real estate broker speaks about "Downtown Westfield -- A Time to Remember". Take a look back at the good old days in Westfield with a founding member of Main Street Westfield (the predecessor

to Downtown Westfield Corporation). Open to the public in the library meeting room, pre-registration required. Register online or call 908.789.4090, ext. 0. 550 E. Broad St. www.wmlnj.org

Jewish Film Festival to take place at the Rialto Theater, April 17 - May 17

The Jewish Film Festival of Central NJ is pleased to present five films at the Rialto Theater, 250 E. Broad St. in Westfield, NJ. Screening begins April 19 and runs through May 17. All films start at 7:30pm. The following films will be screened: *Dough*, April 19; *A Borrowed Identity*, April 26; *The Last Mentsch*, May 2; *Theodore Bikel: In the Shoes of Sholom Aleichem*, May

11; *Remember*, May 17. For tickets and more information, visit www.jccnj.org.



MINECRAFT "Rise of Heroes" Series at Rialto Theater Saturdays, April 30 - May 21

Calling All Gamers! On four Saturdays,

month and to celebrate and a way to say thank you, they are giving 5% off any full wedding day coordination package for the entire month of May. New customers only. Just mention this WestfieldToday newsletter. 231 North Ave. W., Suite 1B, 732.692.4259.

www.detailsmadesimple.com

Glamorous Girlz

For the month of May, enjoy a 15-minute chair massage for \$15 by Dyan. Glamorous Girlz also introduces Moyou nail art to their manicure services - get two designs for \$5. Gift certificates always available. 28 Prospect St., 908.264.8819.

www.glamorousgirlzsalon.com

Jersey Boutique Spa

Get free prom makeup or a \$10 gift card for service with any \$40 purchase. This spa offers customized massages, medical facials, Dancing With The Stars tanning, custom blend foundation, and more. 331 West Broad St., 973.634.1077.

www.jerseyboutiquespa.com

Just Bead Yourself

Enjoy many upcoming events with Mom at Just Bead Yourself, such as the Mother/Daughter Glamour Girl Event: Make your own lip gloss and design your own matching mother/daughter bracelets or anklets. 113 Central Ave, 908.232.3411.

www.just-bead-yourself.com

Kennedy's All-American Barber Club

Purchase any level membership and get a free 1 month upgrade! Kennedy's All-American Barber Club is not just a haircut, it is an experience. Call for your appointment today. 226 North Ave W., 908.233.0360.

www.KennedysBarberClub.com

Maui Whitening

Spring into summer with 1 hour (three 20 minute sessions) of teeth whitening for \$149, plus 20% off with mention of this Westfield Today newsletter. Special



10am-12:30pm, Rialto Theater of Westfield is transformed into a new MINECRAFT Gaming Series called "Rise of Heroes"

where gamers compete on our big screen for a chance to win a \$15,000 team scholarship. [Read more...](#)

NJ Festival Orchestra Season

Finale: Enter the Dragon, May 21

The NJFO season culminates at the Presbyterian Church Westfield on Saturday, May 21 at 7pm with two monumental masterpieces featuring Chinese choirs from New York and New Jersey. Xian's Yellow River Cantata, with its famous "Ode to the Yellow River," is the undisputed champion of choral work in China. Antonin Dvorak's Symphony No. 9, the awe-inspiring "New World Symphony" presents a magnificent homage to America. Saturday May 21, 2016, 7pm, at The Presbyterian Church in Westfield. Tickets \$26-\$75, students \$13. For tickets and information, call 908.232.9400 or visit www.njfestivalorchestra.org.



Memorial Day Parade, May 30

Enjoy the only parade in Westfield on Monday, May 30 beginning at 9am at the WWI

Memorial. A ceremony will begin the festivities followed by a parade down E. Broad St. to Fairview cemetery. Line up along E. Broad St. to enjoy the parade, which lasts until around 10:30am. For anyone looking to participate in the parade, contact Stan Cuba at 908.233.2767 or be at the Lord & Taylor parking lot the day of the parade at 8am.



student rate is \$89 with id. Call for appointment. 406 W. Broad St., 908.233.4715.

Sports:

Treasure Cove Divers

Treasure Cove Divers now sells the Aria Full Face Snorkeling mask by Ocean Reef. Snorkelers can now breathe through their nose and not have to worry about jaw fatigue after a long day of snorkeling. Stop by and check out this exciting new product. Treasure Cove provides scuba training and retail sales of scuba and snorkeling products. 407 South Ave W., 908.654.8808. www.treasurecovedivers.com



Intersection Improvements Have Begun in Downtown Westfield

If you 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 St., 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, which were scheduled to begin on or about March 14, 2016, have finally begun. Union County is overseeing construction and providing updates. Also note that the sidewalks around the The Children's Place are being replaced privately by the building owner but coordinated with the timing of this project. The Town of

Food & Wine: Reservations with Mom

Most of Westfield's restaurants are offering a special Mother's Day menu, so call your favorite and make a reservation! Here are a few suggestions that are not be missed.

Mother's Day at Amuse

Enjoy Brunch and Dinner menus with specials all day long at Amuse (photo above), from 11am-8pm on Mother's Day. A la carte pricing is offered. Reservations required, as they are booking up fast. 39 Elm St., 908.317.2640. www.amusenj.com

Celebrate Mother's Day at Chez Catherine

Chez Catherine will be open Sunday, May 8 all day long to celebrate Mother's Day from noon to 8pm. Enjoy their prix fixe dinner menu with some specials for \$70 per person. Reservations are recommended. 431 North Ave. W., 908.654.4011. www.chezcatherine.com

Mother's Day at Limani Seafood Grill

For Mother's Day, this popular BYOB restaurant serving Greek seafood & other specialties is offering several specials along with their usual menu during their normal hours, Friday, Saturday and Sunday. Please make your reservations early. BYOB. 235 North Ave., W., 908.233.0052. www.limaniseafood.com



Spotlight On: Jude Connally

Jude Connally Zimmerman is founder and creator of Jude

Westfield has removed the trees in order for the new sidewalks to be installed and will replace the trees as part of a comprehensive downtown tree replacement phase. For more information and updates, visit www.westfieldtoday.com



May is Historic Preservation Month

Governor Chris Christie and Lt. Governor Kim Guadagno signed a proclamation declaring May 2016 as Historic Preservation Month commemorating the 50th Anniversary of the National Historic Preservation Act and the 100th Anniversary of the National Parks Service. The theme is "This Place Matters". Downtown Westfield Corporation Design Committee is especially pleased with this proclamation. In partnership with downtown property owners and tenants, they continue to work on historic restorations of our downtown buildings and landmarks. Stay tuned.



If You Like 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 stay updated throughout the month, please visit us on:

- Facebook at Westfield NJ - Downtown
- Instagram@Downtown_Westfield

Connally, an all-American lifestyle brand known for its vibrant prints and effortless styles. Raised in up-state New York, Jude attended The Fashion Institute of Technology in New York City. After two decades of working with some of the most respected names in the fashion industry and raising a family, Jude launched her own brand. When Jude saw a void in the market for comfortable clothes that made her feel good in her daily life, she knew she had an opportunity to create something special.

"I set out to create comfortable, stylish clothing for myself and found that women were attracted to the simplicity and the fun that color mixed with classic styles brings," said Jude. "You really have to try an item on to understand the brand; there is a little bit of magic going on with the way women feel when they experience Jude Connally. Being able to share my energy with other women is what drives me."

[Read more.....](#)

Jude's only flagship store is located right in Downtown Westfield at 111 Central Ave., 908.889.0900. www.judeconnally.com



Memorial Plaza is Replanted Thanks to Westfield's Department of Public Works and Community Volunteers

You may have noticed DPW working on many beautification projects around town. One of many of these projects was the Memorial Plaza area thanks to Craig Gibson, Downtown

- [Twitter@westfieldtoday](https://twitter.com/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 email:

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.

Business District Supervisor and crew (Rock Stewart , Jarret Loiuise, Bobby Vastano and Vinny Brodo). Recently, Susan Massa, Westfield resident and Keller Williams Realtor donated the plant material to improve the World War I Memorial. New plants were specifically selected for their symbolism including a large number of Poppy Flowers. The Poppy became known as the "Flower of Remembrance" after its use in the poem "Flanders Field" by John MacCrae.

In addition, UBS Branch Manager Matt Powers and UBS volunteers worked to improve the World War II Monument with new plantings. DPW and the Westfield Memorial Park Foundation (Keith Gibbons) provided coordination and assistance. Because the day was coincidentally "Take Your Children to Work Day", several family members also helped.

See Tapinto articles (link to Jackie's article and Susan Massa's article).

This work not only improves the Memorial Plaza landmarks, but also will be showcased in the upcoming Memorial Day Parade on Monday, May 30 beginning at 9am at the WWI Memorial.

Photo credit: Top photo by Tapinto Westfield, Bottom photos by Downtown Westfield Corporation

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