



The Latest from Downtown Westfield NJ, a Classic Town for Modern Families October 2016

In This Issue: Dine Out Westfield, Grand Openings, Upcoming Events, Health, Limani Expansion, Roof's Sweet Shoppe, The French Martini, Economic Development, Westfield TV Commercial, Best Bets & More



Dine Out Westfield Offers Good Deals at Over 20 Restaurants, October 16-27

Attention Foodies! The Downtown Westfield Corporation is pleased to once again sponsor Dine Out Westfield, this year's Fall restaurant event taking place Sunday, October 16 through Thursday, October 27, 2016 (two weeks excluding Friday and Saturday). Enjoy an affordable prix fixe lunch or dinner menu from Westfield best restaurants. Participating restaurants will be available soon and

menus will be uploaded as they become available: www.westfieldtoday.com/dineoutwestfield.

More Upcoming Events

Dress Event, Friends & Family and Charity Day at Lord & Taylor, October 8, 14-23, 29

Lord & Taylor Westfield has a fun, fashion-filled October. Saturday, October 8, Lord & Taylor will host *The Dress Address* event focusing on the best collections of dresses in the world. Enjoy a fashion show, DJ and more. *Friends & Family* is October 14-23. Finally, L&T's big *Shop Smart, Do Good Charity Day* is Saturday, October 29 from 9am-11pm, with 15% off Cosmetics and Fragrances, 25% off bonus coupons and 20% savings pass. Limited exclusions, and local charities are selling tickets now.

Tickets will also be available on event day & FREE VALET PARKING. Don't miss stopping by the BCBGMAXAZRIA shop located on the 1st level at Lord & Taylor during these events for a chance to save on that brand. 609 North Ave. W., 908.233.6600. www.lordandtaylor.com



Westfield Farmers Market Continues, October 8, 15, 22, 29

Take a stroll through The Westfield Farmers Market on Saturdays from 8:30am-1:30pm at the south side of the Westfield Train Station. You'll find fresh produce, flowers, organic products, baked goods, local honey, gourmet sauces and spices, fresh pasta, and more. Sponsored by The Greater Westfield Area Chamber of Commerce. www.gwaccnj.com/events/westfield-



[farmers-market](#)

Fall Beauty Events at bluemercury Westfield, October 27-30

bluemercury Westfield is hosting a Fall beauty fest featuring pro artists from their makeup partners. On Thursday-Sunday, October 27-30, consultants will be on hand from Bobbi Brown, Laura Mercier, Lune+Aster and NARS. Call today to book your free appointment with one of these makeup consultants. 82 Elm St., 908.233.1100. www.bluemercury.com



Author Event at The Town Book Store, October 29

The Town Book Store will also be hosting a Meet the Author event and story time with Paul Czajak author of the timely children's book, Monster Needs Your Vote on Saturday, October 29, 2016 from 2-4pm. Election season is here and Monster is ready to vote! But why cast your ballot when you can run for president instead? Monster's newest tale is a campaign encouraging kids to take a stand and fight for what they believe in. 270 E. Broad St., 908.233.3535. www.townbookstore.com

Celebrate Halloween Downtown Sunday, October 30

Bring the kids downtown in their costumes to trick-or-treat in the retail stores and restaurants throughout Downtown Westfield from 12pm to 2pm. The Optimist Club of Westfield will present a Halloween Parade starting at 2:15pm on Quimby St. and will follow on North Ave. W., Prospect St., E. Broad St., Elm St. and back to Quimby St. The costume contest, sponsored by Downtown Westfield Corporation, is for children from pre-school through elementary school ages and starts at 2pm and continues throughout the parade (rain or shine). Costume contest judges will watch the parade and hand out medals and winner cards during and after the parade. All prizes will be awarded by 3pm on Quimby St. DWC 908.789.9444.



Sector Watch: Westfield is Good for Your Health

Residents and visitors of Westfield know how to take care of themselves and appreciate the good and healthy things in life. Luckily, Westfield can satisfy their needs with healthy food and drinks, spa & personal services, and lots of fitness options.

Get juices and smoothies at [Fresh Bui](#) and [Feast Catering](#), plus at the soon to open Ono Bowls and Juices. Chill at [Chill Cryotherapy](#). Stretch at [Power Stretch Studios](#). Take ballet bar classes at [The Bar Method](#) and [POE](#) (hot barre).

Get healthy snacks and nutrition plans at [Via Nutrition](#). Get waxed at [Girl from Ipanema](#),

LunchBOX or [bluemercury](#). Get lashed at [RStudio Lash Spa](#) or the soon to open [Amazing Lash Studio](#). Get manis and pedis at Joy Nails, The Nail Boutique, [Glamorous Girlz](#) or [First Class Nail Salon](#). Do yoga at [Satsang](#) or [POE Yoga](#). Stay fit at [Rowdell's](#) or [Westfield Fitness Studio](#). Get facials at [bluemercury](#), [Bare Skin](#), [Facial Reality](#), [Jersey Boutique Spa](#) or [Skin Savvy](#). Get a massage or reflexology at [U Relax Spa](#). Get coiffed at [Anthony Michael Salon](#), [Guillotine Salon](#), [Platform Hair Studio](#), [Salon Visage](#) and [VP Salon](#). Men can get clipped and shaved at [Kennedy's Barber Shop](#), [The Wolves Den Barbershop](#), [Michaelangelo](#), [Towne Barber Shoppe](#) or [Mr. J.](#) Eat a healthy salad at many of our downtown eating establishments.

Westfield rocks it on the health front!

Food & Wine

Limani Expansion

Limani Seafood Grill is completing their renovation and expansion, doubling their size and seating capacity. Stop in to try your old favorites and new specials and see the beautiful, new interior and exterior space! 235 North Ave. W., 908.233.0052. www.limaniseafood.com



Bottomless Brunch at Sweet Waters Steak House

Sweet Waters is offering a new Bottomless Brunch option on Sundays from 11am-3pm: Add \$15 to any entree for unlimited Mimosas, Bloody Mary's, and Margaritas for 1.5 hours. Wow! 43 Elm St., 908.317.2599. www.sweetwatersnj.com

Beer Tasting at NosVino Friday, October 28

NosVino is happy to welcome special guests from Great Lakes Brewing for a special free beer tasting event on Friday, October 28 at 5pm. Cleveland's first craft brewery is just as famous for its sustainability efforts as it is for its award-winning brews that perfectly blend traditional brewing methods with modern taste. Try the the Nosferatu Imperial Red Ale, just in time for longer nights and the turning of the leaves. 127 Central Ave., 908.232.5050. www.nosvino.com

Balloon Nights at Tinga

Tinga, a family style Mexican restaurant, offers fun activities for kids & adults on Balloon Nights, every Tuesday 5:30pm-7:30pm. Enjoy complimentary balloon magic & \$2 kids meals, plus a variety of healthy food choices for everybody. 110 Central Ave., 908.301.0100. www.tingausa.com

Pumpkin Pie Spice Lattes at Ahrrre's Coffee Roastery

Ahrrre's is offering drinks with a new flavor of the season: Pumpkin Pie Spice lattes, frappes and coffee, available now until Thanksgiving. 104 Elm St., 908.232.7977. www.ahrrre.com

Grand Openings

Halloween City, a pop-up store, is now open at 151 E.



Broad St. www.halloweencity.com

ACT II Consulting, providing personal and professional coaching for women to rediscover, re-energize, or reinvent themselves, has opened at 1 Elm St., Suite 2. Founder Alicia Barker strongly believe that a "stay at home" mother can successfully go back to work or school regardless of her age. Call or email to schedule a consultation. 908.868.9958. www.actiiiconsulting.com



Coming Soon:

Addams Tavern is expected to open this month. This long awaited new restaurant features an inviting bar, wood-burning grill and an Argentinian-inspired menu. This highly anticipated restaurant of the Harvest Restaurant Group will be open for lunch and dinner and can be booked for corporate, family and holiday parties. 115 Elm St., 908.232.3201. www.harvestrestaurants.com

Amazing Lash Studio will be opening at 225 E. Broad St. Amazing Lash is dedicated to raising the bar on perfection, lasting beauty and professionalism in eyelash extensions. www.amazinglashstudio.com

Boulevard Bistro will be re-opening soon. Stay tuned for details. 301 South Ave. W.

Club Pilates, opening early November at 225 E. Broad St, will offer upbeat reformer-based Pilates classes with a little extra - TRX, springboard, exochair, and weights to keep your workout fun and interesting. At Club Pilates, there are classes tailored for beginners as well as more advanced students. Email them at westfield@clubpilates.com to sign up for 20% off the monthly cost, locked in for the life of your membership! 908.233.0950. www.clubpilates.com/westfield

Di Farina, an Italian specialty restaurant and pizzeria, will be opening soon at 107 E. Broad St. They are doing extensive interior renovations and will offer pizza by the slice as well as a full menu in a beautiful space with exposed brick, brick ovens, coffered ceilings, marble and ceramic tile and other high end finishes.

Duke's Deli & Convenience is reopening under a new owner at 339 South Avenue W. Duke's will be offering old favorites plus a number of new items including premium coffee, subs, salads, Greek dishes, empanadas, falafals, chicken and rice, ice cream, lottery, cigarettes, etc.

Inspiration Roll, a trendy ramen and oversized sushi handrolls restaurant is coming to 106 Central Ave. They will offer made from scratch ramen noodle soup bowls loaded with pork, egg and vegetables (meatless available, too), and sushi 'burritos', creative oversized handrolls wrapped in nori and filled with your choice of rice plus a load of other ingredients. www.inspirationroll.com

Michael Robert Construction is moving to the corner of South Ave. & W. Broad St. and is working on an exciting historic restoration of the storefront. Stay tuned for opening details. 908.591.4578. www.michaelrobertconstruction.com

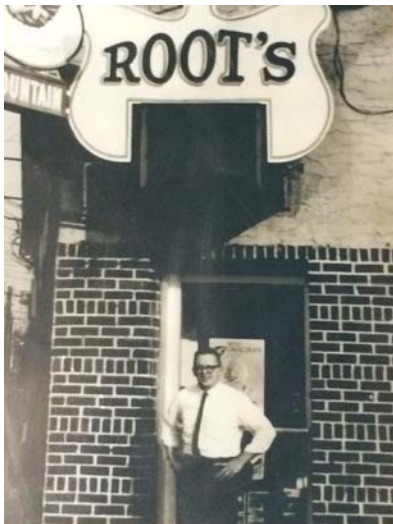
Ono Bowls and Juices is coming soon to 107 Quimby St. This new organic juice lounge will offer fresh juices, acai bowls, and more. Stay tuned for more details.

Economic Development: Demolition and Rebuild to Begin on The Office Beer Bar & Grill Building in Westfield

There is more investment coming to our downtown! Not only is Trader Joe's building a brand new store in Westfield, demolition crews will soon begin to dismantle The Office Beer Bar & Grill at 411 North Ave. W. and construct a new mixed-use residential and retail building. Prior to The Office, the popular Jolly Trolley occupied the space for more than 40 years.



The planned building, 411 North Avenue West, is close to the Westfield Fire Department and the North Ave. train station. It will have 25,810 total square feet, consisting of 1,200 square feet of retail space on the first floor, and 20 luxury one- and two-bedroom apartments occupying the second and third floors. Thirty-three ground-level parking spaces under the structure are also included in the plans. Stay tuned for more details!



Back in the Day... Root's Sweet Shoppe 1966

We came across this picture of Bill Root standing proudly in front of his store at 439 South Ave. W. in Westfield back in 1966.

Root's Sweet Shoppe, a candy store & soda fountain, operated from 1966 to 1988 and was a cornerstone of our community with many loyal, everyday customers. The environment inside was more like family than business. Root's helped shape many young people's lives in Westfield and was truly a special place for over 20 years.

After a devastating fire in 2012, the Root building was rebuilt and is home to Gallery U Boutique.

Spotlight On: The French Martini Celebrates One Year in Westfield

The French Martini first moved into 41 Elm St. in Downtown Westfield a year ago on October 1, 2015 as a POP-UP shop, offering handmade jewelry, vintage goods and unique finds. Little did they know, the three month, temporary space would become permanent for The French Martini. As a life-style



brand and gift shop, owned by two local Westfield women, it didn't take Angela Kurze and Brandi Wotanowski long to realize that this quaint space was a perfect home for their first brick and mortar shop. In addition to their own handmade and vintage jewelry pieces, many more lines are beautifully displayed, including Lucky Rosetta (Paris), Art Hide (Australia), dConstruct (Canada), Libby & Smee (Westfield), Molly M. Designs, Barefoot Dreams, Hedge House (California), John Branigan's handmade Irish woolens, and more. New products are arriving regularly. If you have not visited The French Martini, be sure to stop by! 41 Elm St. www.thefrenchmartinishop.com



Downtown Westfield Commercials to Air on ESPN

If you missed our Downtown Westfield commercials during the Olympics, you can catch them again during the NY Giants game Monday night, October 3rd or during the Mets Wildcard game Wednesday night, October 5 on ESPN. [Watch the video!](#)

Best Bets

Beauty/Healthy/Fitness:

Athleta

In Honor of Breast Cancer Awareness Month, Athleta, Bella Vida and Satsang Yoga have teamed up to bring you the ultimate yoga experience. Join Athleta every Saturday (8:45am- 9:45am) & Sunday (9:45am-10:45am) in October as they invigorate and fire up the mind and body while you connect each breath to every pose. Classes are complimentary and all levels are welcome! 234 E. Broad St, 908.518.7620. www.athleta.com

POE Yoga

Join POE Yoga Westfield for a free 'Eating for Performance and Recovery Workshop' on Thursday, October 6, 8pm-9pm. You put a lot of work in when you work out, but what you do the other 23 hours of the day plays a huge role in results. Eating to enhance your results yields better gains and less pain. Join POE Yoga for this workshop with Health Coach, Tara Roed. Cost: FREE. [Register](#) online. 128 Elm St., 908.264.7995. www.poeyoga.com

Glamorous Girlz



For the month of October, Glamorous Girlz is offering free Spooktacular Halloween nail art with any manicure or pedicure service. They are also offering free facial waxing with a facial service. 28 Prospect St., 908.264.8819. www.glamorousgirlzsalon.com

Raritan Valley Gyrotonic

New beginner GYROTONIC® classes are starting in October, designed to introduce clients to the basic principles of GYROTONIC® and GYROKINESIS® and to orient them to the use of the GYROTONIC® Pulley Tower. In this class, learn spinal motions and a variety of exercises for a whole body work out. 111 Quimby St., 908.288.7551, www.rvgyrotonic.com

Mindfulness for Kids

Mindfulness for Kids is running a workshop for girls ages 6-13 on October 10, 9am-3pm. This will include workshops in meditation, movement, nutrition, mind body connection, team building and yoga. Last year they had 65 girls attend this day long wellness event so they needed a bigger venue. This year's program will be held at Fanwood Presbyterian Church, 74 S. Martine Ave. in Fanwood. All facilitators are professionals working with children in different capacities. The Nutrition section will be run by the owner of the Juice House in Garwood. 7 Elm St., 917.865.9577. www.mindfulkidsforkids.com

Satsang Yoga Studio

Satsang Yoga is hosting two amazing workshops this month. On Saturday, October 8 at 1:30pm: Roll, Relax, Reset Your Spine. You're only as young as your spine is flexible. Discover the youth of your spine in this two hour workshop designed to help you better understand the movements of the spine and the relationship between the hips, shoulders, rib cage and spine. Combine therapy ball rolling, stretching and strengthening yoga poses to uncover imbalances in strength and mobility. All levels are welcome! On October 15, Satsang will host the amazing Nikki Costello, one of the top 100 yoga teachers in the country, for a Vitality Practice. This will be a one day retreat geared to the physical and subtle aspects of yoga practice. 235 E. Broad St, 908.789.7203. www.satsangyogastudio.com

Home:

The Farmhouse Store

Autumn is in the air at 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 2016 styles and add one to your collection. 221 E. Broad St., 908.654.0444. www.thefarmhousestore.com



The Eardly T. Petersen Co, Inc.

The Eardly T. Petersen Co. in Westfield recently received accolades from Senator Tom Kean, Jr. commending them on 60 years in business. Small businesses such as The E.T. Petersen Co. help make up the backbone of the economy not only in NJ but in the USA. E. T. Petersen has always been great about answering the call when the DWC or the Town of Westfield has needed assistance or service. 224 Elmer St., 908.232.5723. www.etpetersen.com

Evalyn Dunn Gallery

Just arrived, the latest shipment of Erica Zap jewelry. Readers of Westfield Today (only) enjoy a special offer of 15% off through October 31. Mention at time of purchase. Cannot be combined with previous offers. 549 South Ave W., 908.232.0412. www.evalyndunngallery.com

Tang Art Advisory

Would you like to sell your art but not sure for how much and where? Tang Art Advisory will assess your art free of charge (over the phone, based on images) and recommend the best course of action. This offer is available to Westfield Today readers from Tang Art Advisory. Simply email them at info@tangartadvisory.com to set up your telephone appointment. 102 Elm St., 347.409.2786. www.tangartadvisory.com

Home Economics Consignment Store

Happy 8th Birthday to Home Economics Consignment Store! With the change of seasons, Home Economics is offering 20% off any one item for the month of October (maximum discount \$50, one offer per customer). This is consignment shopping at its best, with 50%-80% off retail. Open every Thurs, Fri, Sat, 10am-5pm or by appointment. 415 Rahway Ave., rear building next to Westfield Auto Wash, 908.451.6551. [Facebook](#)

Jewelry/Fashion:

Mila Boutique

Enjoy 10% off Mila's new Fall/Winter Collection for the month of October. 107 Prospect St., 908.232.1110. www.milascloset.com

N & C Jewelers

For the month of October, get 25% off any merchandise in the store. It's a great time to start thinking about gifts for the holidays and other occasions, so take advantage of their special discount. 102 Quimby Street, 908.233.3380. [Facebook](#)

Kids/Parties:

Learning Express Toys

Learning Express celebrates 10 years in Westfield this month! With the holidays right around the corner, stop by during the month of October to get a jump start of your gift giving. Toys are arriving daily. Learning Express is also hiring additional Part Time Sales Associates for the holiday season. Email LearningExpressWestfield@yahoo.com for an application. 104 Quimby St., 908.233.1381. www.learningexpress.com

Indigo Art Studio

Indigo Art Studio hosts amazing kids theme birthday parties. They have over 20 themes to choose from, from Art and Karaoke to Ultimate Dance and Cupcake Decorating Parties. They also rent out the space for sweet sixteens, bridal showers, corporate events, fundraisers, cocktail parties, and any other special events, including art shows and cake decorators. 10% off all kids birthday parties with the promo code "Downtownwestfield". 102 Elm St., 908.798.6656. [Facebook](#)

Good Things Happening

Recent Ribbon Cuttings

POE Yoga

Attending the recent ribbon cutting for POE Yoga at 128 Elm St. was Jeff Christakos, DWC Economic Development Chair; Marina Duffy, POE Yoga; Westfield Mayor Andy Skibitsky; Zoe O'Connor, POE Yoga; Stella O'Connor, POE Yoga; Maria Grazia Tibbals, POE Yoga; Pra Daidone,

POE Yoga; James O'Connor, POE Yoga Owner and Gene Jannotti, Greater Westfield Area Chamber of Commerce Executive Director (Sherry Cronin, DWC Executive Director, not pictured).



Raritan Valley Gyrotonic

Attending the recent ribbon cutting for Raritan Valley Gyrotonic, Westfield's newest and only Gyrotonic Exercise Studio at 111 Quimby St. was Jeff Christakos, DWC Economic Development Chair; Westfield Mayor Andy Skibitsky; Shirley Wallitsch, Raritan Valley Gyrotonic owner and Gene Jannotti, Greater Westfield Area Chamber of Commerce

Executive Director (Sherry Cronin, DWC Executive Director, not pictured).



Special Thanks

Stop & Shop Donates Benches to Westfield

Westfield was fortunate to be the recipient of three benches donated by Stop & Shop, 219-233 Elm St. These benches made from recycled shopping bags were provided in honor of Earth Day 2016. Pictured are Westfield Mayor Andy Skibitsky and Sheila Walton, Stop & Shop Human Resources.



Thanks to Westfield Department of Public Works employees, Greg O'Neil, Director of Public Works; Richard G. Eubanks, Supervisor Parks, Fields and Conservation Center; Charles Elliot; Larry Brelow and Geoff Long, who created new sitting areas in Tamaques Park.

WWI Memorial Landscaped with Fall Plantings

Thanks to the continued generosity of Susan Massa of Keller Williams Realty, 188 Elm St., the WWI Memorial was beautified with fall plantings. The Town of Westfield DPW does a great job keeping the town looking great. Special thanks to DPW Downtown Business District Supervisor, Craig Gibson and DPW Crew, Bob Vastano, Vinny Brodo and Rock Steward.

Visit Our Website

[If You Like It, Share It!](#)

The Downtown Westfield Corporation (DWC) is the management entity of the Special Improvement District. Began as Main Street Westfield in 1993, the organization is run by a staff of three, a volunteer board of directors, and various committees. Downtown Westfield is one of only 32 designated Main Street communities in NJ, and over 1,200 nationally. The office is located at 105 Elm St., Westfield, NJ 07090, 908.789.9444. www.westfieldtoday.com

STAY CONNECTED:



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

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