



The Latest from Downtown Westfield NJ, a classic town for modern families

January 2017

In This Issue: A Year in Review, Mayor State of the Town Address, Upcoming 2017 Events, Grand Openings, Food & Wine, Best Books of 2016, Shopping Promotions



Downtown Westfield - A Year in Review

In case you forgot all the wonderful things that happened in Downtown Westfield NJ this year, here's are some of the highlights of 2016.

Roosterspin and **Limani Seafood** expanded their restaurants; **Satsang Yoga**, **Elegant Image Salon**, **Urban Sewciety** and **Domino's Pizza** moved but stayed in town; **Robert Treat Delicatessen** said farewell to Westfield after over 70 years due to retirement; **Trader Joe's** roof collapsed in a blizzard and the building was completely rebuilt and reopened within 10 months; **CoolVines** became **NosVino**; **Amuse** re-opened as **Butcher Burgers**; Grand Openings included **Addams Tavern**, **Kilwins**, **Johari**, **T-Mobile**, **The Device Shop**, **POE Yoga**, **Sofi's Color Lounge**, **D'or L'Dor**, **Di Farina Pizzeria**, **Fresh Bui**, **Inspiration Roll**, **Raritan Valley GYROTONIC®**, **Mesina Realty Group**, **Club Pilates**, **Duke's Deli** and **Ono Bowls**; Didier Jouvenet retired from **Chez Catherine** and left the reins to longtime Maitre D' **Stephane Bocket**; **Girls' Night Out** was a rockin' success; The **Pizza Run** celebrated its 15th anniversary; **Sweet Sounds Downtown Jazz Festival** celebrated its 20th Anniversary; **new sidewalks and traffic lights** were installed at the intersection of Elm St. and E. Broad St.; **Pokémon Go** was all the rage; **The Office Beer Bar & Grill** was demolished to make way for a new construction mixed use residential/retail building; Several other new development projects have been approved and are in the works; Downtown Westfield Corporation (DWC) launched a **new Downtown Westfield Website** and re-branded Westfield "**a classic town for modern families**".

Stay connected with all the great things to come in 2017 at www.westfieldtoday.com



Mayor Optimistic About Downtown Westfield in State of the Town Address

During his annual state of the town address Tuesday night, Mayor Andy Skibitsky spoke optimistically about the future of Downtown Westfield and confronting the challenges it faces and provided an update on the Downtown Task Force initiative.

"Yes, there are more storefront vacancies than we are accustomed to, and the town will do all that it can to address any conditions within its control, but keep in mind that we are building on a very strong foundation and successful heritage," Skibitsky said. "There are far more strengths and positives than there are weaknesses and negatives. It may take a little time, but I am confident that we will emerge from this readjustment period just as strong, if not stronger than ever."

To read the mayor's entire speech on TAPinto Westfield, [click here](#).

Upcoming Events in 2017 - Mark Your Calendars!

Mark your calendars for these exciting events coming to Downtown Westfield this year. Sponsored by Downtown Westfield Corporation, unless otherwise noted.



Dine Out Westfield February 26-March 9

(Runs two weeks, Friday and Saturday excluded)

NJ Festival Orchestra presents "La Traviata" March 4, 7pm

(at The Presbyterian Church)

Girls' Day/Night Out May 11, all day with special activities planned for 5-9pm

Spring Fling (GWACC) May 7, 11am-5pm

A Tour of Notable Homes (NJ Festival Orchestra) May 13, 10am-3pm

Memorial Day Parade May 29, 9am begins at WWI Monument Circle

[Read more....](#)



Grand Openings

Club Pilates Westfield is now open at 225 E. Broad St. January 7 & 8 take advantage of their Grand Opening weekend to take a FREE demo class, enter raffles to win free clothing and classes, and take advantage of limited time membership discounts. Why should Pilates be a part of your 2017? Pilates elongates and strengthens your muscles, improving

elasticity and joint mobility. The strength and flexibility you will gain at Club Pilates won't just benefit you while you're exercising, it can become the key to living a happier, healthier and more fulfilling life. Book your demo class now! Or stop in for a full class schedule. 225 E. Broad St., 908.233.0950. www.clubpilates.com/westfield

Brunella Portuguese Coffee & Deli is now open at 615 South Ave. W. With a brand new interior (shown in picture at right), Brunella serves delicious Portuguese custard cups, spectacular sandwiches, empanadas, coffee and more. Their Portuguese cheese steak is becoming a customer favorite. 908.588.2080. Find them on [Facebook](#).

Allstate Insurance - Ron Bansky & Associates Agency has moved to 502 E. Broad St. and is

having a ribbon cutting for their new location on January 21st at noon. Immediately following the ribbon cutting join their open house from 12-3pm. Friends, customers, business partners, and anyone from the community who would like to see their newly renovated building are welcome to visit during the open house. 908.301.0711. www.ronbansky.com



Urban Sewciety has expanded and moved to a new location at 307 South Ave. W., directly across from the south side train station parking lot. See their website for new class offerings and events, including their Grand (Re)Opening event on Saturday, January 28th from 11am to 4pm. They will have huge giveaways for classes and fabric, as well as free mini-sewing projects for kids (no sewing experience needed) and a store-wide sale on fabrics, notions, and handmade gifts. Don't miss it! 908.232.0600. www.urbansewciety.com

Coming Soon:

Amazing Lash Studio will have a soft opening on January 23 at 225 E. Broad St. They are ready to lash you up beautifully for the New Year, so plan to stop by the studio and check them out. Get your first set of eye lash extensions for only \$79.99! Go online to join their Grand Opening List. Amazing Lash is dedicated to raising the bar on perfection, lasting beauty and professionalism in eyelash extensions. www.amazinglashstudio.com

Anthony James Construction will be moving to 231 Elmer St. during the month of February and is completing a total restoration of their new building. 908.233.2225. www.anthonyjames.com

Blende Custom Beauty is coming to 106 Elm Street and will offer custom blended makeup and lip bar, microblading and brow sculpting. [Read more.](http://www.facebook.com/BlendeBeauty)
<https://www.facebook.com/BlendeBeauty>

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. 908.591.4578.
www.michaelrobertconstruction.com

The Salad House is coming to 113 Quimby St. With locations in Millburn and Morristown, The Salad House offers healthy salads, plus a wide variety of sandwiches, wraps, flat bread pizza (available gluten free) and delicious small plate appetizers or tapas. Signature salad creations include the Mandarin Chicken Salad, the Apple Walnut Salad, and the Man Salad.
www.createyoursalad.com

Downtown BBQ will open at 301 South Ave. W. Staff positions available. Stay tuned for details.

Food & Wine

Whiskey at NosVino

NosVino is your Winter Whiskey destination. Stop by to



browse their ever-expanding selection of Bourbon, Rye, Single Malt and small-batch whiskies. They currently stock two very limited edition single-barrel whiskies, exclusive to NosVino and hand-selected by their tasting team. Visit their website for information about private label products and tastings. 127 Central Ave., 908.232.5050.

www.nosvino.com



Valentine's Candy at Kilwins

Already thinking about Valentines Day? Let Kilwins customize the perfect gift for your loved one. From Chocolate Dipped Strawberries to Edible Chocolate Heart Shaped Boxes filled with your sweethearts favorite delights, they have everything you need to make it a truly special day.

Stop by Kilwins and let one of their associates assist you today. 9 Elm St.,

908.264.7476. www.kilwins.com/westfield

Brunch at Sweet Waters Steak House

Join Sweet Waters for Brunch on Sundays from 11am-3pm. Enjoy Steak & Eggs, Eggs Benedict, Pancakes, French Toast, Omelettes and more. They offer juices and cocktails as well as unlimited Mimosas, Bloody Mary's, and Margaritas for 1.5 hours for \$15! Sweet Waters also has Happy Hour Monday-Friday from 3-6pm with 1/2 price drink and appetizers, as well as a \$7 small plate menu. For promotions and special events, follow on Instagram @sweetwatersnj or [Facebook](#). 43 Elm St., 908.283.9402.

Duke's Deli & Convenience Celebrating Re-Opening

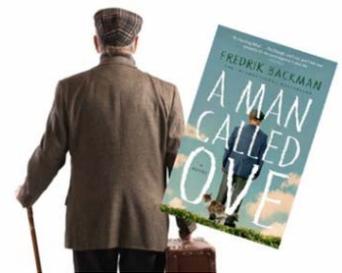
Duke's Deli is celebrating their grand re-opening under new management. Stop by on January 21st at 1pm to welcome Asad and taste their subs, home made Mediterranean and Indian foods and more. 339 South Ave. W., 908.232.4040. [Facebook](#).

Best Books of 2016

The Town Book Store has published their list of Best Books 2016.

***A Man Called Ove* by Fredrik Bachman**

A feel-good story about the angry old man next door is a thoughtful exploration of the profound impact one life has on countless others. He has several other titles that we also sell very well.

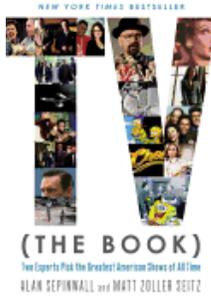


***Born to Run* by Bruce Springsteen**

Rarely has a performer told his own story with such force and sweep. Like many of his songs, this autobiography is written with the lyricism of a singular songwriter and the wisdom of a man who has thought deeply about his experiences.

[Continue to read the full list...](#)





More Upcoming Events

An Evening of Wellness for Young Women Ages 16-20 - With Pure Barre, Yoga, Meditation, Aromatherapy, Reflexology and Mindful Eating

Friday, January 27, 2017 from 6:15 pm - 9:30 pm

The Town Book Store will be hosting a Meet & Greet for local TV critic Alan Sepinwall, co-author of TV (The Book)

Saturday, January 28, 2017 from 2:00 pm - 4:00 pm

[Click for details....](#)

Shopping Best Bets

Jude Connally

Now that the holidays are behind us, you can focus on some warm weather travels. Jude Connally has the perfect travel-friendly styles and prints waiting for you in Westfield. Stop in to explore their 2017 Resort Collection today, and enjoy the compliments wherever your travels take you. 111 Central Ave., 908.889.0900.

www.judeconnally.com

Athleta

Athleta Westfield is hosting several events this month. Among them, a Yoga & Powervita Styling Party on Saturday, January 7th at 9-10am. Join them for a Yoga Class instructed by Melissa Kaban of Alluem Yoga Studio. You won't want to miss this one! Following the class stay for a styling party that highlights their newest fabric, Powervita. Refreshments will be provided. Another notable event is the Athleta Girl Spring Fashion Show on Friday, January 27th from 5-9pm. Athleta Girl's new Spring Line is in, so stop in to see the show and stick around to try on some must-have pieces for the season. For more details on styling events and classes as well as Fit Pro sign-ups, view their in-store calendar and visit their website. 234 E. Broad St., 908.518.7620. www.Athleta.com



Lord & Taylor

Lord & Taylor will be having an ALL STORE Charity event on Saturday, January 14th. Lord & Taylor will be partnering with LOOK GOOD FEEL BETTER as the beneficiary for the event. All proceeds from the \$5 tickets sold will go to the LOOK GOOD FEEL BETTER FOUNDATION. Tickets will contain 10% off Cosmetics and Fragrances, 20% off almost everything else in the store and two (2) bonus 30% off coupons. Local businesses will be participating and highlighting their offerings to promote a New Year and a New You, Including nutritionists, life coaches, yoga masters and more. A great event to start off the New Year! 609 North Ave. W., 908.233.6600.

www.lordandtaylor.com

South Moon Under

Great gifts abound for your Valentine or for yourself! One Love Organics skin care products are \$9-\$48: Love the skin you're in and treat yourself to luxe organic skin care. Hanky Panky Lace

Thong is \$20: Nothing says Valentine's Day like a little something lacy. Nashelle Moon Necklace is \$54: Nashelle donates one plate of food for each piece sold. 249 E. Broad St., 908.518.1509. www.southmoonunder.com



SOLE Fine Imported Italian Shoes

Enjoy a Winter Wonderland of boots at a discount at Sole! The ankle boot was the fashion footwear story this season. They have a vast and varied collection and for the month of January all fashion boots are discounted 30%-50%. (Exclusions: All Weather -10%, Beautifeel -25%, Men's -20%). 201 E. Broad St., 908.654.7800. www.italiansole.com

Learning Express Toys

Learning Express is having a Warehouse Inventory Sale through Saturday, January 7 with 20-50% off! Enjoy 20% off your purchase of \$50 or more with mention of this newsletter, 40% off Lego sets of \$69.99 and up, and 40-50% off clearance merchandise. 104 Quimby St., 908.233.1381. www.learningexpress.com

Evalyn Dunn Gallery

Evalyn Dunn Gallery is starting the new year out with a great promotion. They are offering a 25% discount on a mini pastel by artist William Gramley with any purchase. These original pastels are framed, signed and dated. There are plenty to choose from at this time. This offer cannot be combined with any offer and the promotion must be mentioned at the time of purchase. Offer ends on January 31, 2017. 549 South Ave W., 908.232.0412. www.evalyndunngallery.com

Services:



Satsang Yoga Studio

Satsang Yoga has added two new classes to help you start off 2017 right! Beginning this month, they are offering Yin Yoga from 7:45pm - 9pm. Yin is a slower paced class available to all levels which benefits the joints, increases flexibility and circulation while releasing tension. They also added another Beginner class on Thursdays 11:15am - 12:15pm starting on Jan. 19th, so if you're new or just

coming back to your practice, you have more options than ever in 2017. 235 E. Broad St., 2nd floor, 908.789.7203. www.satsangyogastudio.com

Via Nutrition

Join Via Nutrition January 23rd for the 'Done-for-You Winter Cleanse': Four days of complete chef prepared meals (all meals, juice and snacks) designed to naturally cleanse and maximize nutrition. There is no starving yourself, this is not a juice cleanse. They have partnered with Highway 2 Well to prepare delicious food to bring you a seriously delicious detox experience that will help you kick off 2017 strong, detoxed, lighter and beaming! Sign up by January 13th to reserve your spot. 138 Elmer St., 908.310.0277.

<http://www.vianutritionandhealth.com/4-day-winter-cleanse/>

POE Yoga

POE Hot Yoga & Fire Barre introduces Fire Barre Fusion, which gives you 45 minutes of fire barre and 30 minutes of a powerful vinyasa sequence, all in one class! Enjoy 2 weeks unlimited introductory offer for \$50. Check out their class schedule online. 128 Elm St., 908.264.7995.

www.poeyoga.com

R Studio Lash Spa

R Studio Lash Spa is the destination for all your lash and brow needs. Their stylists are certified by the best companies in the business. Experience their new Xtreme Lash X-Wrap lashes which provide a bold and dramatic look while maintaining the health of your natural lashes. They are extending their lash special this month to bring in the New Year for \$150, savings \$50. 100 Quimby St., 908.858.0746. [Facebook](#)

Facial Reality Spa & Salon

Soothe dry, damaged skin and save 20% during January. Choose from body care products from Eminence, including lotions, balms, oils, scrubs and sun care products. Stop by the spa soon for best selection. 221 Lenox Ave., 908.928.0010. www.facialrealityspa.com

Jersey Boutique Spa

Let celebrity esthetician, Lora Condon, create a new you for 2017! Get 20 FREE lash extensions, FREE brow fill in with Kelley Baker Brow products and FREE computerized skin scan. Lora has worked with Cate Blanchett, Tea Leoni, Tory Johnson from GMA, Ladies Home Journal, Joey Fatone, ESPN and Miss Kansas, Theresa Vail. 331 W. Broad St. (free parking in back), 973.634.1077. www.jerseyboutiquespa.com

Raritan Valley Gyrotonic

Looking for something NEW in fitness? The GYROTONIC EXPANSION SYSTEM® is a unique movement method and intelligent approach to fitness that moves you beyond the regular routine gym style workouts. Some of the benefits of regular Gyrotonic and Gyrokinesis sessions include a healthier, more supple spine, increased range motion, improved athletic performance and strength. Raritan Valley Gyrotonic offers personalized sessions that are adapted to fit the needs of all ages and abilities, from baby boomers, those recovering from injury, to highly skilled athletes. 111 Quimby St., Suite #9, 908.288.7551. www.rvgyrotonic.com

Glamorous Girlz

For the month of January, Glamorous Girlz will be offering a free manicure with a pedicure service on Tuesdays, Wednesdays and Thursdays. 28 Prospect St., 908.264.8819.

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:



FREE ICE CREAM

Buy One Like it Signature Creation, Get One Free!

Served in a cup with up to 4 mix-ins. Waffle products and extra mix-ins available for additional charge. Limit one per customer per visit. Valid only at Cold Stone Creamery Westfield, 163 E. Broad St., Westfield NJ 07090. No cash value. Not valid with other offers.

Offer Expires 01/31/2017.

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

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