



The Latest from Downtown Westfield Corporation

April 2016

Celebrating Spring!

In This Issue:

Girls' Night Out

Dine Out Westfield Winners

Art in Downtown

Retail Buzz

Best Bets

Grand Openings

Food & Wine

More Upcoming Events



Forward to a Friend



Grand Openings

Girls' night out Westfield, NJ



Thursday, May 5, 5pm-9pm

Girls' Night Out is returning to Westfield, and you are invited! Discover unique shops, pamper yourself with promotions, and relax with complimentary refreshments as you stroll among the retailers in fashionable Downtown Westfield, NJ. Be one of the first 1,500 lucky ladies to register and receive a

Johari, a distinguished lingerie and swimwear store, has expanded to their second location at 112 Central Ave. in downtown Westfield. Johari offers hard to find sizes and a variety of American and European brands. They offer one-on-one customer service, specialize in bra and swimwear fittings, and carry bras in band sizes 28 to 46 and cup sizes AA to K. They also carry cover-ups, sleepwear, control garments, nylons, hats and the very popular SXXX underwear for men. 908.228.2779. www.Joharionline.com

Elegant Image Salon has been in Westfield for 14 years but has now moved to a beautiful new space at 405 South Ave. W., across from the train station. This full-service salon dedicates itself to offering professional hair services using the highest quality products in an atmosphere that is personable and fun. 908.232.4900. www.elegantimagenj.com

complimentary gift from Downtown Westfield Corporation (a secret until arrival)! Rain or shine. Don't miss it. [Register Now!](#) Or just come down and enjoy!



Dine Out Westfield was a Winner in More Ways Than One

The Downtown Westfield Corporation (DWC) recently sponsored Dine Out Westfield, this year's Winter Restaurant Week. Diners enjoyed two-course lunch menus and two or three course dinner menus at fixed prices from Westfield best restaurants February 28 - Thursday, March 10. As part of Dine Out Westfield, the DWC conducted daily random drawings for diners with mobile devices at participating restaurants. Diners simply scanned the QR code or typed in the URL 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. Congratulations to all the daily drawing winners! [Click to view the winners.](#)



Art of Downtown Scenes Can be Seen in Vacant Storefront



Fresh Bui, serving fresh juices, smoothies, teas & more, is now open at 57 Elm St. (between Tamar Jewelers and Urban Outfitters). Fresh Bui, owned by a mother-daughter duo, offers unique and custom blends with fresh fruit, vegetables, ginger, ginseng, goji berries and other exotic options. Open Tuesday-Sunday, 9am-6pm. www.freshbui.com

Dor L'Dor, offering stylish clothing and accessories, is open at 132 E. Broad St., next to Savory Spice Shop. Dor L' Dor has grown from a one shop boutique to an emerging brand with locations throughout New York and New Jersey. 908.264.7276. www.dorlornyc.com

Arty Annelien, an online marketing company for small businesses and entrepreneurs, has opened at 102 Elm St., 3rd floor. They provide strategic and practical marketing advice and execute the marketing campaigns they design for you. In addition to web design, social media, email marketing and branding, they provide maintenance and writing services. 102 Elm St., 347.409.2786. www.artyannelien.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 expected to open later this month. 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

Sofi's Color Lounge, a full service hair salon, will open soon 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. www.soficolorlounge.com

Addams Tavern, the long awaited and anticipated

on Elm Street

Last month Downtown stores hosted Westfield student artwork in their windows and DWC partnered with Gallery U to place client artwork exhibits in some vacant stores. Now you may have noticed the beautiful works of art depicting Downtown Westfield scenes in the windows of the vacant space at 125 Elm St. (formerly Westfield Sleep Center). The paintings and prints are done by local artist Linnea W. Rhodes. The works on view (featuring small limited edition prints, posters, note cards and gift cards) can be purchased at The Town Book Store (270 E. Broad St.), Gallery U Boutique (439 South Ave.), and Juxtapose Gallery (58 Elm St.). Prints and notes cards of the Presbyterian Church in Westfield are available at the Church, 140 Mountain Ave. [Read More...](#)



Evalyn Dunn in Westfield Awarded Best Gallery in NJ

Evalyn Dunn Gallery is excited to announce that they have been awarded Best Gallery in New Jersey for the 3rd year in a row by American Art Awards. The AAA board, headed by president Thom Bierdz, chooses only one gallery per state per year. Their selections are based on years established, industry reputation, online buzz, location, size, represented artists as well as artist and client references. [Read more...](#)
549 South Ave. W., 908.232.0412.
www.evalyndunngallery.com

bar/restaurant of the Harvest Restaurant Group, is coming to 115 Elm St. and is expected to open soon. 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

Kilwins will open at 9 Elm St. (across from Ferraro's). 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

POE Yoga will open at 118 Elm St. 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.poeyoga.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

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



Photo by Cheri Rogowsky for DWC

Food & Wine

Full Catering Menu at Casa di Pizza

Did you know that Casa di Pizza is a full service caterer with over 50 years of combined experience and an extensive menu



Best Bets

Shopping:

Sole Fine Italian Shoes

Introducing Mini and Mickey from the hottest brand in girls shoes, Mini Melissa. Sole has a large variety of these fun and stylish shoes. Pick up a pair or two or three. Great styles for ladies too. 201 E. Broad St., 908.654.7800. [Facebook](#)

Mila Boutique

Mila boutique is offering 20% off any black piece of clothing in the store for the month of April. So stop in to get your NYC on! 107 Prospect St., 908.232.1110. www.milascloset.com

The Farmhouse Store

Forget what's on TV. The real question is what's your TV on? The Farmhouse Store has a huge new inventory of TV stands and cabinets in a variety of rustic styles and sizes to fit your home. Come find which one is right for you. 221 E. Broad St., 908.654.0444. www.thefarmhousestore.com

J. Winthrop on Elm

J. Winthrop on Elm is currently debuting a beautiful collection of estate jewelry. Choose from an array of dazzling diamonds, sapphires, as well as unique gemstones. They turn

for all your catering needs? Click here to view their [menu](#). In addition to 18 different pizzas, they also offer gluten free personal size pizza, gluten free pasta, and curbside service on Quimby St. Just call ahead and they will bring your order out to your car! Outdoor dining is also available. 50 Elm St., 908.654.3232. www.casadipizzawestfield.com

Enjoy Karaoke at Roosterspin

Roosterspin has newly opened VIP Karaoke rooms available for parties with over 30,000 songs. Enjoy the NYC or Rock Room package which includes the private room with six people for two hours, and includes their famous double fried chicken, fries and waffles. The Jazz Room is available for 12 people for two hours and also includes the famous fried chicken, fries and waffles. Call for details. They welcome walk-ins on weekdays. 251 North Ave. W., 908.233.7333. www.roosterspin.com

CoolVines & Amuse Present an Evening with The Red Hook Winery

Enjoy a private dinner at Amuse featuring some of the most highly-praised New York State wines, hailing from the small yet admired winery in Red Hook, Brooklyn. An exclusive 5-course menu paired with five locally-made wines presented by winemaker, Christopher Nicholson. Join the festivities Wednesday, April 27 at 7pm at Amuse, 39 Elm St. \$125pp includes food, wine, sommelier, tax and tip. Seating is limited so reserve today. For tickets, [click here](#) or call CoolVines 908.232.5050.

Pure Pita Now Delivers

Pure Pita in Westfield has online order service & delivery right to your door (in the Westfield area)! Pure Pita makes eating healthy quick, easy, and delicious. Enjoy delicious Mediterranean salads, vegetarian platters, falafel wraps and more. 106 Central Ave., 908.264.7085. www.purepita.com

Amuse Chef CJ Reycraft Receives Worldwide Culinary Distinction

Reycraft has become the first New Jersey chef to be honored as a "Prix au Chef de L'Avenir," or Leading Chefs of the Future, by the International Academy of Gastronomy. [Read more..](#)

New Acai Bowls at Feast Catering

Fresh Brazilian Acai Bowls are a new addition to Feast's already popular juice bar and salad bar. Available Spring 2016. 27 Elm St., 908.654.0045. www.fcwestfield.com

Turning Point Restaurants Raise \$57,000 for Charity

Turning Point Restaurants raised \$57,000 in its seventh annual fundraiser - "Great Food for a Great Cause" - on Saturday, February 27 and Sunday, February 28 at all 11 Turning Point locations. This brings the total amount raised by Turning Point for The Kortney Rose Foundation to over \$182,000! [Read more....](#)

husbands into heroes! Order your Mother's pendant by April 15 to ensure prompt delivery. Available in pewter and sterling, it's perfect for moms and grandmothers. Their new LOKAI bracelets are arriving soon. 33 Elm St., 908.232.8199. www.jwinthrop.com

Learning Express

Calico Critter character Bell Hopsotch Rabbit will visit Learning Express Westfield on Saturday, April 30 from 1pm-2pm & 2:30pm-3:30pm. Come dressed as your favorite Calico Critter character and enjoy fun activities. Bring your camera to take a picture with Bell Hopsotch Rabbit. 104 Quimby St., 908.233.1381.

Home Economics Consignment Store

Thaw out your closet! Bring in your treasures and turn it into spending money for the summer. While you are there, view their new collection of gifts, designer clothes, bags and a new grouping of home goods. 415 Rahway Ave., rear building (next to Westfield Auto Wash). 908.451.6551. [Facebook](#)

Services:

Roma Tailor

Prom dress special: 10% off the tailoring of your prom dress from now until the prom. Relocated upstairs to 102 Elm St., 2nd floor, Roma Tailor (previously inside Roman Boutique) has been in business for 45 years and continues to offer full service tailoring for suits, dresses, prom dresses, and more. Come check out their new larger space the next time you need something tailored! 102 Elm St., 908.654.1658

Facial Reality Spa

Facial Reality is introducing Eminence's new VitaSkin Targeted Treatments, little miracles for specific skin problems. Try one this month and receive a FREE one-ounce cleanser of the same type. 221 Lenox Ave.,



More Upcoming Events in Shopping, Art, Books, Music & More

Shop Smart Do Good Charity Shopping Event at Lord & Taylor, April 2

This Fundraising Shopping Event is hosted by Lord & Taylor in support of local non-profit organizations and will take place Saturday, April 2. Purchase a \$5 ticket to receive a 15% off savings pass (including cosmetics and fragrances) and two 25% off coupons which can be used on regular priced or sale items. All ticket proceeds will go to participating non-profit organizations who receive tickets to sell in advance. Organizations keep 100% of proceeds from ticket sales, while customers receive exclusive savings and a fun-filled day of shopping and events. In 2015, participating organizations raised over \$527,000! Tickets are also sold at the door, so stop in to shop with discounts for a cause. 609 North Ave. W., 908.233.6600. www.lordandtaylor.com



Spring Makeover Parties at Bluemercury

You're invited! Call to book an appointment with your favorite brands' makeup experts. Parties take place 11am-6pm, refreshments served. Space is limited. Laura Mercier Party is

Friday, April 1 - Saturday, April 2. Trish McEvoy Party is Friday, May 20 - Saturday, May 21. Lune+Aster Party is Friday, June 10. 82 Elm Street, 908.233.1100. www.bluemercury.com

908.928.0010.
www.facialrealityspa.com

Kennedy's All American Barber Club

Visit Kennedy's for your signature haircut and straight razor shave. For the month of April, if you buy a 3 month Membership you get the 4th month free! (New members only, not combinable.) 226 North Ave W, 908.233.0360.
www.KennedysBarberClub.com

Power Stretch Studios

Download their new "power stretch studios" app from your app store and book a free 15 minute stretch session. Imagine lying on a mat and having someone gently stretch out your entire body. They help release the tension that has been trapped inside of your body. 66 Elm St., 973.692.8670.
www.powerstretchstudios.com

Rstudio Lash Spa & Brow Bar

Rstudio Lash Spa is celebrating 3 years in Downtown Westfield. Their Anniversary Special includes a full set of Mink Lash Extensions, Brow Shaping and Lash Refill, all for \$333 and must be booked in April. Offer expires May 1st. 908.858.0746.
www.rstudiolashspa.com

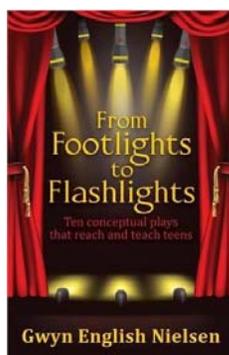
Valencia School of Music

Valencia School of Music will be offering exciting summer programs for students in July and August. July 11-15, they will host an Intro to Performance program for students ages 6-12 who are just learning new instruments. From July 25-29, they will have a Rock and Roll Summer School for students playing 1-2 years for ages 12-17. August will include Singing for Musical Theater and Pop workshop for any level singer between the ages of 10 and 16. Visit their website for details and all programs. 37 Elm St., 2nd Fl., 908.967.0458.
www.valenciamusicnj.com

Indigo Art Studio

Gallery U Boutique Presents Ekphrasis Art & Words, April 8

Join Friday, April 8 from 6-8pm for the opening reception for "Ekphrasis Art and Words", an exhibit of artwork inspired by poetry and poetry inspired by artwork. The event includes a poetry reading at 6:45pm. The work will be exhibited through May 2. In addition, join Gallery U Sunday, April 17 from 1-4pm as The Westfield Art Association presents a visit from the Creativity Caravan and the Tiny Book Show -- a collection of miniature books handmade by artists from around the world. The day will include free activities for people of all ages, and takes place outside on the corner of Westfield Ave and South Ave W. 439 South Ave. W., <http://gallery-u.blogspot.com>



Meet Author of From Footlights to Flashlights at Town Book Store, April 9

The Town Book Store will be hosting a Meet the Author event for Scotch Plains - Fanwood High School teacher, Gwyn English Nielsen on Saturday, April 9 from 2-4pm. From Footlights to Flashlights is her collection of character-building plays for teenagers. Topics include morality, identity, peer pressure, love, inequity, manners, miscommunication, sexism, grief, and

tolerance. If you are unable to attend, feel free to call The Town Book Store to reserve an autographed copy. 270 E. Broad St., 908.233.3535. www.townbookstore.com

Opening Reception and Book Signing at Juxtapose Gallery, April 29

Juxtapose Gallery will host an opening reception and book signing for American Landscape Painter Gary Heise on April 29 from 6-9pm. Heise's



ink and watercolor pieces combine both Eastern and Western techniques. Live music by guitarist John Whitlock and refreshments will be served. 58 Elm St., 908.232.3278.

www.juxtaposegallery.com



New Jersey Festival Orchestra Annual Gala, April 30

The NJFO Board of Trustees cordially invites the public to support the Arts at Crescendo,

the NJFO Grand Fundraising Gala 2016 on Saturday, April 30. Enjoy an enchanting evening of gourmet dining, music & dancing, and fabulous live and silent auctions. The festivities take place at Shackamaxon Country Club, 1607 Shackamaxon Drive, Scotch Plains, NJ. Cocktails begin at 6:30pm followed by dinner at 7:30pm. Black tie optional. All are welcome! Individual tickets \$185 pp, sponsor tickets and tables available. For tickets and information, call 908.232.9400 or visit www.njfestivalorchestra.org

Indigo has started Kids on Keys music classes and are offering FREE 30-minute classes from 4/4-4/6 between the hours of 1-4pm. To take advantage of the free lessons and enroll, text 'piano' to 646.573.8981 and someone will call you back to schedule. 102 Elm St., 2nd floor. [Facebook](#).

Just Bead Yourself

Communions are coming up so take a 'Make Your Own Rosary' class in April or May at Just Bead Yourself. There are also lots of fun themed beading events during spring break, April 11-15, including Make a Sofia the First Amulet Necklace (age-3-6) and Bring your Doll to Afternoon Tea to make a matching necklace for you and your doll. Mention Westfield Today for 10% off when you bring a friend. 113 Central Ave., 908.232.3411 www.justbeadyourself.com

Quick Links

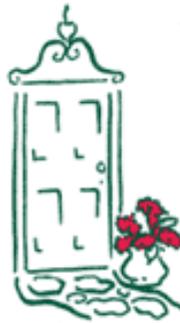
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Spring Fling, May 1

Downtown Westfield will be abuzz on May 1 from 10am-5pm (rain or shine) for the Annual Spring Fling street fair! Enjoy nonstop entertainment, scores of vendors, fantastic food, a KidZone with rides, games, and activities, and so much more. Fun for the whole family. Sponsored by the Greater Westfield Area Chamber of Commerce. 908.233.3021. www.westfieldareachamber.com



A Tour of Notable Homes, May 7

A Tour of Notable Homes, presented by the Friends of NJ Festival Orchestra, will be held Saturday May 7th from 10am-3pm. Five distinguished homes 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 each location 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

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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
- 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 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.

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

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