



The Buzz from Downtown Westfield, NJ "A Classic Town for Modern Families" September 2019

Did you know? Fun fact: The DWC budget for managing downtown events and activities on behalf of downtown businesses is funded by an assessment on the property owners of commercial buildings in the Special Improvement District (SID).

IN THIS ISSUE: The Westfield Fashion Show & Other Events, Back-to-School Essentials, Lord + Taylor Sold, Rialto Theatre Closed, Grand Openings, Food & Wine, New DWC Interim Executive Director, Best Bets, Beauty & Fitness Buzz

Upcoming Events



The Westfield Fashion Show

Sunday, September 8, 12-2pm at The James Ward Mansion Join in the fashion fun! This exciting show is the final event in DWC's 2nd Sunday series and promises to be an exclusive look at the latest fall trends. For an exclusive preview of participating businesses, entertainment and more, register now! Due to capacity limits at The James Ward Mansion, we are only giving away 100 tickets, so you must reserve your place! It's free! Register here: <http://bit.ly/westfieldfashionshow>

Korean, Craft & Karaoke Party

Sunday, September 15, 4-6pm

The public is invited to a fundraising party of 'Korean, Craft & Karaoke' at Roosterspin restaurant in Westfield, Sunday, September 15 from 4-6pm. Enjoy the great food and drink while raising money for the arts. All proceeds to benefit NJ Festival Orchestra, Westfield's hometown symphony orchestra. Sponsored by the Friends of NJFO. Get tickets here:

<https://www.eventbrite.com/e/korean-craft-karaoke-tickets-67918886217>.



NJ Festival Orchestra Kicks off their 2019-2020 Season with an Opening Performance of 'Invitation to the Waltz'

Saturday, October 5, 7pm

The Waltz, an intoxicating dance that forced 19th century fathers to lock up their daughters, made a super star of Johann Strauss and captured the imagination of generations. See how these master composers, and special guest Jiapeng Nie, handle the 3-beat phenomenon. David Wroe conductor, Jiapeng Nie cello. Performing J. STRAUSS Emperor Waltz, TCHAIKOVSKY Variations on a Rococo Theme,

and R. STRAUSS Waltzes from Der Rosenkavalier. Saturday, October 5, 2019 at 7pm at First United Methodist Church, Westfield, NJ. Tickets: www.njfestivalorchestra.org

FestiFall

Sunday, September 22, 2019 from 10am-5pm

This flagship autumn celebration transforms the streets of Downtown Westfield into a shopper nirvana with more than 300 vendors plus a feast of culinary delights, non stop music on the main stage, and a KidZone packed with rides and activities. It doesn't get any better than this! Sponsored by the Westfield Area Chamber of Commerce. www.gwaccnj.com



Westfield International Film Festival

October 3-6

Get ready for the red carpet! The Westfield International Film Festival will take place October 3-6, 2019 at The James Ward Mansion in Downtown Westfield, NJ. A nonprofit festival to create a warm and welcoming home for independent filmmakers and fans of film in New Jersey and the surrounding area, they annually showcase short films, feature films and music videos while offering networking opportunities to those interested in the film industry. Now in its 7th year, the festival is a full four day weekend of events with lots of films, workshops, seminars, filmmaker Q&As, and more. 169 E. Broad St. For tickets and information, visit www.westfieldfilmfest.com.

Back-to-School Essentials: Where to Find Them in Westfield

It's time to think about school and what items you need to buy for your kids. We highly encourage parents and kids to buy school supplies, new clothes, sneakers, backpacks and more in Downtown Westfield! Shopping locally for your kids, whether elementary or high school age, will help ensure that these stores stay in town. Many of them support our local school fundraisers! So now's your time to give back by simply patronizing Westfield's own.



[See a list of downtown businesses who sell school supplies, backpacks, shoes, sneakers and clothing.](#)



Hudson's Bay to Sell Lord & Taylor for \$100 Million

Hudson's Bay Company is selling Lord & Taylor to clothing rental subscription service Le Tote for \$100 million. As part of the deal, Hudson's Bay will retain ownership of its Lord & Taylor real estate and, starting in 2021, it has the right to reassess and potentially redevelop these locations.

[Read more...](#)

Rialto Theatre in Westfield Has Closed

The Rialto Theatre shut its doors suddenly, surprising the community where it has played films for 97 years. Customers and the operators of nearby businesses expressed concern about the closure of an institution that served as a key draw for local businesses and piece of the town's identity. The Downtown Westfield Corporation (DWC) shares everyone's sadness about the closing of the Rialto and will keep the public abreast of developments. [Read more...](#)



Grand Openings

Best Foot Forward

Your new BFF is in town! Randall's Shoes is under new ownership and has been rebranded. This Westfield retailer is committed to bringing shoe-fitting back to its roots. They offer the kind of personalized attention that's hard to find in all of the off-the-rack and online stores today. Their high quality, hand sewn, comfortable shoes feature today's latest styles for men, women and children. Stop in to see their new

brands and ensure you're wearing the perfect fitting shoes! 82 Elm St., 908.232.3680. www.bestfootforwardwestfield.com

Acting Out! is open at 439 South Ave. W. (in the Root Building at the corner of Westfield Ave. and South Ave.) and will have a Grand Opening celebration Saturday, September 7 from 1-3pm. Acting Out! offers an extensive performing arts curriculum, from kindergarten to college. The entire staff are professional working actors and musicians. Your child will learn in-depth performing arts technique while having fun. 908.379.8119. www.actingtonline.com

Coming Soon:

Design Hub, a lighting, furniture and design company is partially open and planning a Grand Opening on October 10 at 22 Elm St., the corner of Elm & Quimby St. Expanding from their Millburn, NJ store, Design Hub Home offers high quality and value in products and services for both residential and commercial clients. 973.258.0000. www.designhubhome.com

Lions Roar Brewing Co. is coming to Westfield later in 2019. This microbrewery will be located at the circle on South Ave., and offer a variety of European-influenced and American-loved craft beers. Follow their social media to keep up with their progress! 517-519 South Ave. W., 908.301.6117. www.LionsRoarBrewing.com

The Psychic Boutique will open very soon at 27 E. Broad St., 908.301.0101. Website coming soon: www.psychicboutique.biz

Bareburger should begin construction soon on their new space at 126 Central Ave., next door to Warby Parker. This upscale burger franchise with a full liquor license offers burgers, salads and sandwiches. www.bareburger.com

Food & Wine

Cookies and focaccia and coffee, oh my! There are SO many tasty things to eat and enjoy this month.

Farinolio Celebrates 1st Anniversary

Join Farinolio for a sampling of their delicious savory and sweet Tuscan baked goods and meals as they celebrate their first anniversary in Westfield. Join them on Sunday, September 8, from 11:30am-1:30pm for a memorable event. Limited tickets are available and may be purchased in the store for \$5. Stop in today for your ticket and enjoy the simple taste of Italy. 121 E. Broad St., 908.325.2486. www.farinolio.com



Boxwood Coffee Celebrates One Year Anniversary

Boxwood is hosting an exciting anniversary event on Saturday, September 15, from 11am-5pm, with discounts and free stuff that will last all week. To celebrate one year in Westfield, they will offer music in store, face painting and crafts for kids, a coffee cupping and brewing demonstrations, tea tasting, food sampling from their kitchen and a special menu for mocktails. Enter a random drawing to win brewing equipment, gift cards, and free coffee! Come by for the festivities. 143 E. Broad St., 908.219.4076. www.boxwoodcoffee.com



See which Westfield bakery was featured in NJ Flavor's New Jersey Date Night!

Congrats Bovella's Pastry Shoppe for making the cut in this recent article, New Jersey Date Night: Cookies Aren't Just for Kids. "Bovella's has the cookie down to a delicious science. With about 70 years of baking history, it's understandable. You'll find many cookies you know, such as macaroons, chocolate chip and ruggulah, and you'll discover some new favorites too. Savoardi cookies will make you realize that Italian lady fingers are a step above the rest and their frangipane cookies with sugary almond cream filling

might just become your new favorite. Check out the taralli, a crunchy sugary Southern Italian mainstay - you won't be disappointed!" [Read more...](#) 101 E. Broad St., 908.232.4149. www.bovellas.com

Healthy Bowls at Orgreen Poke

If you haven't been to Orgreen Poke, run don't walk! Their super healthy bowls of rice, vegetables and protein options are fresh and numerous, and their homemade sauces are delicious! 132 E. Broad St., 908.264.8259. www.orgreenpoke.com



Outdoor Seating at Tinga

Tinga offers a variety of new delicious house specials, with outdoor seating in a pet friendly environment. Did you know they deliver too? Get 10% off on all catering orders this summer. 110 Central Ave., 908.301.0100. www.tingausa.com

Kathleen Miller Prunty Named Interim Executive Director of DWC

Following a Special Executive Session of the Board of the Downtown Westfield Corporation (DWC), Kathleen Miller Prunty has been named Interim



Executive Director, effective September 3, for a term of six months. The announcement was made by Patricia Hanigan, Chair of the DWC Board.

"I'm thrilled to bring Kathleen's visionary leadership to the DWC," said Hanigan. "She is a seasoned professional who oversaw the widely recognized transformation of Cranford's thriving downtown. Her vast experience will be a tremendous asset to our DWC Board members and staff, our downtown property owners and merchants, and by

extension, all Westfield residents." [Read more...](#)

Best Bets

Clothing:

Jude Connally

Jude Connally will be showcasing their Fall Collections in The Westfield Fashion Show sponsored by Downtown Westfield Corporation. The show is September 8 at the James Ward Mansion in Westfield from 12 to 2pm. Jude Connally is donating a portion of their Westfield store sales the week following the Fashion Show to the non-profit foundation, Runway for Dreams. 111 Central Ave., 908.889.0900. www.judeconnally.com



Books:

Town Book Store

Stores come and stores go... The Town Book Store is proud to be part of Downtown Westfield for 85 years! Woo hoo! Stop in and see their original ledgers from September 4, 1934 and see why we've stood the test of time. According to the original business ledgers on display in the shop, The Town Book Store first opened its doors in 1934. After operating from the same address for 72 years, the store relocated across the street in 2007 to 270 E. Broad St., the site of Westfield's first library and its current home. 270 E. Broad St., 908.233.3535. www.townbookstore.com



Home, Art & Design:

Evalyn Dunn Gallery

Just in at the gallery..... beautiful original oil paintings from Croatia! This photo is just one in the colorful series. Along with the art there is also a new selection of hand crafted jewelry from Croatia. Stop in while the merchandise is fresh. Once they are gone they will not be replaced. 549 South Ave. W., 908.232.0412. www.evalyndunn-gallery.com

Ella Allure Interior Design Center

Stop into Ella Allure to see Fall's new fabric trimming and wall-covering collections. 220 E. Broad St., 908.654.3527. www.EllaAllure.com

The Farmhouse Store

The Farmhouse Store is ready for September and all your back-to-school needs. They have a wide array of teacher gifts for kicking off the year on a happy note. Check out the Cutie Container from Nora Fleming. This pretty piece can function as a pencil holder, a vase, a candy dish, a utensil holder, and more. Decorative 'minis' on the container can be swapped out for

various seasons, holidays, and occasions. Stop in and check out all their fabulous gifts. 221 E. Broad St., 908.654.0444.

www.facebook.com/thefarmhousestore

Galeria West

Stop by to see Autumn Landscapes by Maylar. They are oil on canvas, medium sized with hearts and flowers. Also on view is Petite Format by Magno Laracuente, plus Crystal Flowers, Violet Passage, and Dreaming Verve from the Breathing Art Series by Stan Adard. 111 Quimby St., 909.301.9217.

www.galeriawest111.com

Sherwin Williams

Celebrate back to school with color! Sherwin Williams has several savings events during the month of September: Get 35% off list price on paint supplies September 10-13, and 30% off paints and stains every Friday to Sunday during September. Professionally trained In-home Color Consultant services are available for only \$95 for each 90 minute session. Included is a \$50 Sherwin Williams gift card and buy one get one free paint sample coupon. 319 South Ave. W., 908.232.8180. www.sherwin-williams.com

Kids & Family:

Little Nest Portraits Westfield

With fall just around the corner, Little Nest has the perfect backdrops for your winter wonderland and fall foliage portraits or holiday cards. With a variety of in studio and outdoor sessions planned, they have something for every family! 109 Quimby St., 908.370.6143.

www.westfield.littlenestphoto.com



Valencia School of Music

Valencia School of Music will have an open house on Saturday, September 7 between 11am-3pm for fall lessons and classes. Discounts will be offered for new families who sign up for lessons at the open house. Kelly will be demonstrating the Step Up Class at 11:30am and the Three Little Birds Music Class at 12:30pm. Snacks and drinks will be available. Stop in on that Saturday! 37 Elm St., 2nd Floor, 908.967.0458. www.valenciamusicnj.com



The Westfield School of Dance

Come to Westfield's neighborhood dance studio Open House on Saturday, September 7 from 10am-12pm & 2-4pm. Take a look around their awesome studio in downtown Westfield and meet their talented and friendly staff. Sample a free mini class. Become a part of the WSOD dance family, where you can "Dance with all your Heart!" Click here to register for free mini classes at the open house: <https://conta.cc/31mkebp>. 137 Central Ave., 2nd

Fl., 908.789.3011. www.thewestfieldschoolofdance.com

Beauty & Fitness Buzz

From yoga and movement classes to facials, oils, haircuts, eye care, and teeth care, downtown is buzzing with activity this month.

Fitness:

Brassy Buddha Yoga Studio

There are several events happening at Brassy Buddha this month. In honor of back-to-school, get back to yoga with FREE classes on September 5 & 6 at 9:30am. The hot vinyasa will get you back in the groove! Join for Yoga Under the Stars on Friday, September 13 at 7:30pm. Registration will be at the studio but class will be held outside (raindate for the 20th), \$30 per person, includes a tank top. Ono Bowls will serving a treat after! Learn the fundamentals of hand stands and arm balances at an Inversion workshop with Heart Maher, September 28m 1-3pm. 407 South Ave. W., 908.230.4047. www.brassybuddhayoga.com



OsteoStrong

Build skeletal strength and bone density in 10 minutes once a week and improve strength, posture, balance, endurance, power, performance and lower joint and back pain. Book your complimentary session today. 121 Central Ave., 908.228.3944. www.osteostrongwestfield.com

Satsang Yoga Studio

Satsang Yoga has lots on tap this fall. Their popular Satsang Kids Series K-2nd grade begins Wednesday, September 18 from 4-5pm. Satsang Kids Grades 3-5 begins Thursday, September 19 from 4-5pm. Experience the unique style of Katonah Yoga in their Master Class with Mary Dana Abbott on Sunday, September 22 from 2-4pm. Visit the website for more amazing events. 235 E. Broad St., 908.789.7203. www.satsangyogastudio.com

Raritan Valley Gyrotonic®

Gyrotonic & Gyrokinesis movement methods are offered in private, duets or small group classes. New clients can enjoy a 3-pack of private sessions for \$210. 100 Elmer St., 908.896.0498. www.rvgyrotonic.com

Beauty & Personal Services:



The Oils Room

Going back-to-school means new clothes, a new backpack and...a sea of new germs. Stop by The Oils Room or sign up for a free class to learn about how essential oils can help boost the immune system to protect your entire family. You will love these safe, effective, natural options for staying healthy throughout the school year. Open Fri/Sat 10am-3pm and by appt. 138 Elmer St., 908.601.8965. www.theoilsroom.com

Facial Reality Spa & Salon

Time to save on all your favorite Eminence Organic Skin Care products. Buy one and the second is 25% off all month long! Visit Facial Reality's new website to learn about all the fabulous services they offer. 221 Lenox Ave., 908.928.0010. www.facialrealityspa.com

Glamorous Girlz

For the month of September at Glamorous Girlz, receive a free manicure with a back-to-school haircut. 28 Prospect St., 908.264.8819. www.glamorousgirlzsalon.com

Kennedy's Barber Club

Start the school year out right with a fresh cut at Kennedy's! If you're new to Kennedy's, check out their intro offers: 1) Executive - unlimited haircuts for 1 person \$45/mo (reg \$65), or 2) Pursuit - unlimited haircuts for fathers & sons (18 & under) + 1 straight-razor shave \$85/mo (reg \$110). Enjoy this special rate for 3 months before converting to their regular

rate. Intro specials are available for a limited time only, don't miss out! 226 North Ave. W., 908.233.0360. www.kennedysbarberclubnj.com

Professional Services:

Brunner Opticians

September is Sports Eye Safety Month. Wearing eye protection should be part of any athlete's routine, just as putting on equipment. Eye accidents happen so quickly, the effects can be painful & last a lifetime. Brunner carries a line of sports protective eyewear. Consulting an eyecare professional can protect your eyesight with out compromising your performance. Optometrist is onsite for exams. 100 E. Broad St., 908.232.8182. www.brunneropticians.net

Downtown Dental

Stop in to meet Stefanny, a dental hygienist at Downtown Dental. She worked as a dental assistant for 9 years before she decided to become a dental hygienist. Throughout the years, she has been able to work with dentists under various specialties, including prosthodontics. Her main goal is to encourage and educate patients on the importance of oral health. Patients already love coming to Stef for their dental cleanings. Call today to schedule yours! 219 North Ave. W., 908.873.6691. www.downtowndentalsmile.com

HearingLife

Recent research from Johns Hopkins has drawn a connection between varying levels of hearing impairment and diminished mental health. Along with hearing loss, people demonstrated difficulty walking, signs of dementia and general brain function loss which resulted in forgetfulness, impaired thinking and fluctuations in mood or personality. Hearing aids help individuals process sound and follow conversations. Despite common misconceptions, today's hearing aids are inconspicuous, affordable and highly effective in combating hearing loss. If you or someone you love exhibits signs of hearing impairment, contact HearingLife to discuss if hearing aids or other services are right for you. 110A Central Ave., 908.228.5650. www.hearinglife.com/hearing-aids-centers/New-Jersey/Westfield

Visit Our Website

The 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 40 coordinating Main Street communities in NJ, and over 1,600 nationally. The office is located at 105 Elm St., Westfield, NJ 07090, 908.789.9444. www.westfieldtoday.com

STAY CONNECTED:



