



News from Downtown Westfield Corporation

April 2015

Celebrating Spring!

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[Watch 'You're Gonna Love This Town', the New Downtown Westfield Video!](#)



Forward to a Friend



Grand Openings

Beauty Plus Salon is now open at 121 Central Ave., next to Williams-Sonoma. Beauty Plus Salon brings you the latest quality beauty products (for hair, nails and cosmetics) at discount prices and the best professional salon in one location. Mention Westfield Today to get 30% off retail (excluding appliances and sale items) through April 30. 908.264.8909.

Downtown Westfield Corporation (DWC) has been working on a new branding strategy for Downtown Westfield. The DWC engaged Larry Kain of Now Jersey Digital Magazine to create the first DWC downtown video. Larry wrote and produced the "You're Gonna Love This Town" song as part of the video. According to Sherry Cronin, DWC Executive Director, "We are getting very positive feedback so far. While it is challenging to profile all of our downtown in less than two minutes, I think we captured the essence of the downtown experience. We hope to do future videos which will build off the initial video and allow us to further profile even more businesses and events which make our downtown special." The video can also be found on www.WestfieldToday.com. **Watch it now!**

In addition to the video, the DWC used new, professional photographs for its upcoming advertising campaigns. They were taken by Nadine Raphael, local fashion photographer, whose shots have been used for most of the past editions of the signature Destination Westfield publication. A series of lifestyle shots were taken with volunteer models in familiar downtown Westfield scenes to be used in future advertising campaigns online and in selected publications. DWC 908.789.9444.

www.beautyplussalon.com

Join **LunchBOX** (A Waxing Salon) during Girls' Night Out, 5-9 p.m. Thursday, April 23, to celebrate their grand opening with happy hour! Celebrate with the waxologists and franchise owners Patrick and Ed Sheridan. Enjoy a glass of wine or toast with a beer. Tour the suites. Get your fill of appetizers and giveaways. No one will go away empty-handed! 125 Quimby St., 908.233.3149. www.lunchboxwax.com

Girls' night out Westfield, NJ

Thursday • April 23, 2015
5 pm – 9 pm



Thursday, April 23, 5pm-9pm

Fiamma Wood Fired Pizza is now open at 108 Quimby St. Enjoy pizza, pasta and salad, to take out or dine in. 908.654.0400. [Facebook](#)

Razersharp Barbershop will also open in late April at 200 Central Ave. (at the corner of Central & North Avenues near the AT&T store). www.rsbsx13.com

Pure Pita is opening this Spring at 106 Central Avenue (next to Athleta). Pure Pita comes from the originators of Pita Grill. Since 1993, Pita Grill has been serving up delicious, healthy eats in the Manhattan and northern New Jersey areas. Because other restaurants duplicated the name of Pita Grill, it has been rebranded and recreated as Pure Pita. www.purepita.com

Kitchens & Baths By Reece will open at 221 North Ave. E. (next to Jay's Cycle Center). They offer stylish and elegant design and remodeling to homeowners in New Jersey and the Tri-State Areas. Their design team ensures that clients receive the best products, workmanship and service. 908.232.1114. www.kitchensbyreece.com

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 1,300 lucky ladies to register and receive a 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!

More Upcoming Events



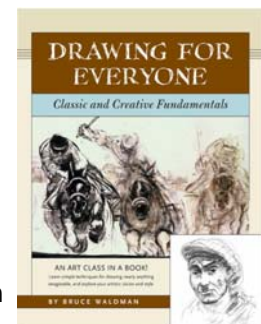
April Cooking Class at Savory Spice Shop with Amuse, April 6

Join Savory Spice Shop on April 6 at 7pm as they host CJ Reycraft, chef/owner of Amuse. He will explore some of his favorite flavors of Spring. Each course will be paired with a complimentary glass of wine provided by Trincherro Winery.

Reserve your seats now. \$30/pp. 138 E. Broad St., 908.264.8947. www.savoryspiceshop.com

Drawing Classes at Juxtapose Gallery, April 6 & Silhouette Day, April 11

For the first time, Juxtapose Gallery will offer drawing classes! Using his recently published book "Drawing for Everyone", Westfield's own famed artist Bruce Waldman will teach simple techniques. This 8 week series begins April 6. Also, Saturday, April 11 is Silhouette Day, 10am - 5pm. A silhouette of your child makes a great Mother's Day gift. Call or email to sign up for both events. Space is limited. 908.232.3278 or info@juxtaposegallery.com. [Facebook](#)





Addams Tavern, a bar/restaurant of the Harvest Restaurant Group, is coming to 115 Elm St. this summer! Extensive renovations have begun, including a full bar and a 162-seat restaurant on multiple levels with a mezzanine and outdoor herb garden.



Best Bets

Mila Boutique

Perfect for spring, Mila has beautiful dresses. The dress above is available in long and short versions. Shown here in gray, it is also available in pink and blue. Dress it up or wear it casually, these pieces are easy to wear, super comfortable,



Gallery U Boutique Presents Exhibition of Works by Local Contemporary Art Group (CAG), April 10 - May 4

Galley U Boutique is proud to present a second exhibition of work by members of local art collective Contemporary Art

Group (CAG). Various mediums and artistic styles that represent the broad spectrum of work by members are included in this exhibition. An opening reception will be held on Friday, April 10 from 6-8pm. All are welcome. The exhibition will be on display until May 4. 439 South Ave. W.

www.contemporaryartgroup.org
<http://gallery-u.blogspot.com>

Meet Young Adult Author Matt Myklus, April 11, 2-4pm

The Town Book Store is once again hosting a fun afternoon with Westfield's own Matt Myklus on April 11th from 2-4pm. Myklus will be there to launch his new young adult pirate adventure series entitled *Seaborne* with *The Lost Prince* being the first book. Play games, win treasure and get your book signed. 270 E. Broad St., 908.233.3535. www.townbookstore.com



Invest in Yourself Presentation at Lord & Taylor, April 16



Join Lord & Taylor as they present "Invest In Yourself", featuring Michael Miller, a Senior VP of Wealth Management at Morgan Stanley in Westfield, NJ, and Barbara Kay, a business psychologist and award winning author of books on women and investing. Michael and Barbara will speak on "Creating Value,"

not just in your investment portfolio, but in yourself (and your wardrobe!). Ticket Price is \$20 which will be converted to a \$20 Lord & Taylor gift card that can be used the night of the event. 609 North Ave., 908.233.6600. [Click for tickets.](#)

Gallery U Celebrates Earth Day with Artist and Children's Book Author Gary Tsiperfal, LSW April 3 & 18

Gallery U Boutique celebrates the 45th anniversary of Earth Day with a special exhibition, readings, book signings and



excellent quality and so soft! Mila also has lovely long sleeve, lightweight linen tunics in soft colors - beige, blush, cream and denim (\$77). Pair with an easy, free flowing paisley or batik patterned pant (\$89). Mila is offering 50% off all purses for the month of April, so stop in to see their beautiful purse collection along with her spring apparel collection. 107 Prospect St., 908.232.1110.
www.milascloset.com

Bittersweet Designs

Eliza B. flip flops and Lilly Pulitzer totes have arrived in the new spring patterns. Big Buddha and Sondra Roberts handbags are in stock. Check out the new Echo Design cover-ups and reversible totes in bright spring colors. The newest trend from Lizzy James jewelry have arrived. Wear it as a bracelet or a necklace. Mariposa is fully stocked for your spring wedding gifts. Shop at Bittersweet on Girls' Night Out, April 23 for special deals and refreshments. 212 Lenox Ave., 908.389.0330.
[Facebook.](#)

Blue Jasmine Floral Design & Boutique

Blue Jasmine is celebrating its One Year Anniversary on Wednesday, April 15th. As a thank you to the community for such a warm welcome, they are offering 20%-40% off boutique items from April 15-18 (excludes Fresh Plants and Flowers, Deux Amies, and Mas Designs). To celebrate, they invite you to join the party on Saturday, April 18 with complimentary small eats, refreshments, and big savings. 23 Elm St., 908.232.2393.
www.shopbluejasmine.com

Do Ewe Knit

Join Do Ewe Knit in The NJ Wool Walk, four days of fun and yarny

children's activity with *Just Be Green* author and artist Gary Tsiperfal, LSW. A public reception that includes a book signing with the author will be held on Friday, April 3 from 6-8pm. All are welcome. Original artwork from *Just Be Green* will be on exhibit during the month of April. A special children's event with Gary will take place on Saturday, April 18 from 1-3pm. The afternoon will include a reading and book signing, followed by an interactive sidewalk chalk art workshop with the artist. All children must be accompanied by an adult. 439 South Ave. W. www.gallery-u.blogspot.com



Art Appraisal and Restoration Fair at Evalyn Dunn Gallery, April 25

Enjoy an Art Appraisal and Restoration Fair at Evalyn Dunn Gallery in Westfield, NJ, Saturday April 25, 10:30am - 5pm. This is a terrific opportunity to find out

the market value of that piece that has been hanging in your family's home for generations. A fine art restorer and an art appraiser will be on hand. Call to book your 15 minute appointment. There is no fee. 549 South Avenue W., 908.232.0412. www.evalyndunngallery.com

Special Note: Evalyn Dunn Gallery was named Best Gallery In New Jersey 2015 by the American Art Awards. [Read more...](#)

New Jersey Festival Orchestra Masquerade Gala 2015 April 25

The NJFO Board of Trustees cordially invites you to support the Arts at the NJFO Gala 2015 Masquerade, Saturday, April 25. 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. Mask optional, 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



A Tour of Notable Homes, May 9

A Tour of Notable Homes, presented by the Friends of NJ Festival Orchestra, will be held Saturday May 9th 10am-3pm. Five

goodness for knitters, crocheters, weavers and spinners. 14 shops are participating this year, each with their own style and ambiance. There are prize baskets to win, and many shops will be offering other goodies, such as exclusive free patterns, trunk shows showcasing knitwear and yarns, and book signings by popular designers. April 16-19. 217 Elmer St., 908.654.5648.
www.doeweknit.com
www.njwoolwalk.wordpress.com

Glamorous Girlz

In honor of Spring, for the month of April, Glamorous Girlz is offering a free waxing with a pedicure service. Stop by on April 23 during Girls' Night Out for a jewelry party featuring Reiki Infused healing energy jewelry and a random drawing for a free bracelet. No purchase necessary. 28 Prospect St., 908.264.8819.

Home Economics Consignment Store

Thaw out your closet! Home Economics Consignment Store is now taking in home furnishings as well as spring/summer clothing and accessories. 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](#)

Knit-a-Bit

Knit-a-Bit will be participating in the New Jersey Wool Walk with 13 other N.J. yarn stores. This is a four day event of fiber filled fun April 16-19. Knit-a-Bit shelves are filled with new yarns, so stop in during the Wool Walk or any time in April to see what Spring has brought. 66 Elm St., 908.301.0053.



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 - new this year - a classic luxury automobile stationed at each location. Tickets are \$35 in advance, \$40 on tour day. Purchase tickets online at www.njfestivalorchestra.org. Tickets are also available at Baron's Drugs and The Town Bookstore in Westfield; Christoffers in Mountainside; Norman's Hallmark in Fanwood; Periwinkle's in Cranford.



Spring Fling, May 3

10am-5pm Enjoy the 26th Annual Spring Fling Street Fair, May 3 from 10am-5pm, sponsored by the Greater Westfield Area Chamber of Commerce. 908.233.3021.
www.westfieldareachamber.com

Professional Women's Luncheon, May 6

The Greater Westfield Area Chamber of Commerce is hosting its first Professional Women's Luncheon on May 6th from 11:30am to 2pm at the Westwood in Garwood, NJ. Karen Abarbanel, Co-Author of *Birthing the Elephant: The Woman's Go-For-It! Guide to Overcoming the Big Challenges of Launching a Business*, will discuss the 5 Secrets of Successful Women Entrepreneurs. There will be time to network and make community connections. \$25pp. [Click here](#) to register or call the Chamber at 908.233.3021.



Food & Wine

www.knit-a-bit.com
www.njwoolwalk.wordpress.com

Lucky Brand

For the month of April, stop in and enjoy Lucky Brand's new summer collection with sporadic mystery discounts that range from 30-50% off. 253 E. Broad St., 908.518.1794.
www.luckybrand.com

N & C Jewelers

N & C Jewelers (Nabig & Carmen formerly of Michael Kohn Jewelers for over 35 years) is celebrating their first anniversary. They will be hosting an Open House on Friday, May 1 and Saturday, May 2 and offering a 25% discount on everything in the store during the month of May (excluding special orders and repairs). Every customer who visits the store in May will also receive a free gift and can enter their drawing for a beautiful diamond necklace. 102 Quimby St., 908.233.3380. [Facebook](#).

Patricia & Paul

Patricia & Paul has beautiful Easter Gift Baskets, ready to go or customized, that are perfect for your holiday hostess and the food lovers in your life. Complete with their delicious and nutritious extra-virgin olive oil and aged balsamic from Modena Italy, these baskets are beautiful and healthy. 20 Elm St., 908.232.3866.
www.patriciaandpaul.com



Sole Fine Italian Shoes

Fresh new Spring looks for the whole family at Sole. They'd like to wish the best to their friends at



Roosterspin is Now Offering Gloria J California Wines

Now you can sample delicious Korean fusion food while sipping California wine! Roosterspin is offering wines by the bottle and half bottle from Gloria J Wines. There is also live jazz on Friday and Saturday nights, and a DJ spins from their 7,000+ record collection on Thursday and Sunday nights. 251 North Ave. W., 908.233.7333. www.roosterspin.com

Amuse & CoolVines Present a Wining & Dining Event During Girls' Night Out

Enjoy a one-night only dining deal on April 23. Make a reservation at Amuse during Girls' Night Out, Thursday, April 23 (5pm or later). Then stop by CoolVines to receive your Dining Deal Event Ticket. Get 15% off any CoolVines wine AND 15% off your dinner check at Amuse that evening. Enjoy excellent food and excellent wine at excellent prices. Amuse: 39 Elm St., 908.317.2640. CoolVines: 127 Central Ave., 908.232.5050.
www.amusenj.com www.coolvines.com

The Brick Oven is Serving Easter Brunch

The Brick Oven is serving Easter Brunch on Sunday, April 5, with two seatings at 11am and 1pm. Enjoy the buffet or choose made-to-order entrees such as omelets, pancakes and French toast. \$35 per person. 117 Quimby St., 908.317.9500.
www.thebrickovenwestfield.com

Scott's Shoes on their retirement and thank them for passing the baton... Sole is now carrying "Beautifeel" brand shoes. 201 E. Broad St., 908.654.7800. [Facebook](#)

ViaNutrition

ViaNutrition is offering a workshop "Unclutter Your Food - Simple Solutions for Healthier Meals and Snacking" on Thursday April 16 at 7:30pm. They will be highlighting foods and drinks that are effective in healing and resetting the body for well being, weight loss and energy. The Sunfood rep will be on hand to discuss incorporating superfoods and their benefits. Enjoy product and food samples. Visit them on April 23 during Girls Night Out for drawings and promotions. 138 Elmer St., 908.310.0277. www.vianutritionandhealth.com



Peg Lockwood Receives DWC Joseph A. Spector Award

Downtown Westfield Corporation (DWC) recently named Margaret (Peg) Lockwood as the recipient of the Joseph A. Spector Downtown Westfield Service Award. [Read more..](#)

Jeffrey Christakos was also the recipient of a recent award - the Lee M. Hale volunteer service award by the Downtown Westfield Corporation. [Read](#)



Coffee and Duffins are Simple yet Sophisticated at Brownie Points Bakery

Unlike our other Italian bakeries in town, Brownie Points Bakery is a traditional neighborhood bake shop that features classic American desserts. Everything is baked completely from scratch in small batches using real butter. The shop and their products have a sophisticated yet simple flair, elegant in flavors from only the best quality ingredients. Brownie Points is a great place to sit and have an organic free trade coffee and a duffin (doughnut muffin) or one of their other specialties. They are known for their scones, duffins, cupcakes, layer cakes, pies, whoopie pies, brownies, cookies and cheesecakes. They also serve hot chocolate, espresso and cappuccino. Kids will love the colorful decor. Community minded people will love that Brownie Points donates their remaining baked goods to the local food pantry each day! Stop by and try!! 339 South Ave. W., 908.873.6333. [Facebook](#).



Easter Gets Sweeter at Carlo's Bakery Westfield

From their classic egg bread and pizza rustica to their festive bunny cakes, finish your Easter feast with their sweet treats. 21 E. Broad St., 908.228.5525. [Facebook](#).

Sichuan Dynasty Offers Midweek Specials

Tuesday through Thursday, enjoy 15% off your lunch and 10% off dinner. 515 South Ave. W., 908.317.2731. www.sichuandynasty.com

[more..](#)

Quick Links

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Spotlight On: Rstudio Lash Spa



Rstudio Lash Spa is celebrating their 2-year anniversary in Westfield thanks to a loyal clientele and highly skilled owner.

After working for prestigious beauty brands including MAC, Laura Mercier and Murad for over 10 years, owner and esthetician, Regina Smith, began freelancing as a lash stylist in 2009. Rstudio Lash Spa was born from Regina's passion and knowledge in the fashion and beauty industries. What started as a one-woman operation quickly grew to employ a team of certified lash stylists, licensed estheticians and professional makeup artists. [Read more...](#)

We hope you enjoyed this monthly publication!

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.

**Save
20%**

Yapple Yogurt

Get 20% off any cup of yogurt through April 30th! 116 Elm St., 908.228.5373. www.yapple Yogurt.com



Offer Expires: April 30th, 2015

[Forward email](#)



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