



News from Downtown Westfield Corporation    January 2015    Shop \* Dine \* Celebrate

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### January Sales

If you're not tired from holiday shopping and still hungry for a deal, January is an excellent time to shop. Perhaps you have some gift cards in your wallet. Maybe you're just an enthusiastic shopper. Either way, Downtown Westfield retailers are offering all kinds of post-holiday bargains. January is an excellent month to take advantage of deals on winter apparel or early Valentine's Day gifts.

Here are a few of the sales going

### Grand Openings on the South Side

With two new grand openings this month on South Ave. W., it's time to revisit the South Side of town! Brownie Points Bakery and Sichuan Dynasty now join Gallery U Boutique and Exquisite Bride as Westfield's newest South Ave. W. businesses. Nearby you'll find an eclectic mix of more great shops, restaurants and services, including Satsang Yoga Studio, Treasure Cove Water Sports, Pegasus Sporting Goods, Sherwin-Williams, Splash of Thai, Tutti Baci Italian Bakery & Deli, Hershey's Delicatessen, Westfield Seafood, Manhattan Bagel, The Nail Boutique, Platform Hair Studio and Evalyn Dunn Gallery.

**Brownie Points Bakery** (photo above) is open at 339 South Avenue W. (corner of Summit & South Avenue, directly across from the train station). Brownie Points Bakery, expanding from their Summit location, is an old-fashioned neighborhood bake shop featuring classic American desserts baked completely from scratch using real butter. They use only the best quality ingredients and are known for their cupcakes of the week, duffins (doughnut-muffins), pies, layer cakes, whoopie pies, brownies, cookies, cheesecakes, scones, hot

on now:

**Athleta** - Semi-Annual sale  
**Ann Taylor** - up to 60% off  
**Anais Boutique** - up to 70% off  
**Banana Republic** - Extra 40% off  
**Chico's** - Winter Sale up to 65% off  
**The Children's Place** - up to 75%  
**City Sports** - Up to 30% off  
**GAP** - up to 75% off  
**Francesca's** - Add'l 40% off  
**Ruby & Jenna** - up to 70% off  
**Papyrus** - up to 50% off  
**South Moon Under** - Add'l 25% off  
**Sole** - 20% off regular price, 10% off sale items  
**Urban Outfitters** - up to 30% off  
**Victoria's Secret** - Semi-Annual Sale  
**Williams-Sonoma** - Annual Winter Clearance up to 70% off

Remember, if you can't find it in Westfield, you don't need it!

[Click for a list of places to shop in Westfield.](#)



### Six Westfield Businesses Win Best of NJ 2014

For shopping and dining, some of the best retail and dining establishments in New Jersey are right here in Westfield! Congratulations to our winners:

**Best Indie Bookstore:**  
The Town Book Store

chocolate, and organic free trade coffee including espresso and cappuccino. Owner and chief baker Bob Conway, a Westfield resident, is a former pastry cook at Gramercy Tavern in Manhattan. His beautiful new bakery has seating and also free parking in the rear of the store. Open Mon - Sat 8am-5pm, Sun 10am-4pm. 908.873.6333. [www.facebook.com/BrowniePointsBakery](http://www.facebook.com/BrowniePointsBakery)



**Sichuan Dynasty**, an authentic Chinese restaurant, has opened at 515 South Ave. W. at the traffic circle. Reviews on Tripadvisor and Yelp cite "fresh ingredients, robust flavors, the real deal". Sichuan Dynasty offers great take out food and already has a large Chinese following. Specialties include shredded duck with ginger and twice cooked pork, plus they have interesting salads. Take a look at their online menu and enjoy free delivery! 908.317.2731. [www.sichuandynasty.com](http://www.sichuandynasty.com)

### Coming Soon:

**Blow In Blow Out**, the first blow dry bar to hit Westfield, plans to open this week at 17 Elm St. Blow In Blow Out offers six signature styles: The Bay Head, The Jersey Girl, The Straight Edge, Hot Buns, My Little Pony and the Glam Girl. Each blowout is \$35 which includes a stimulating shampoo and conditioner. Come in a relax and leave looking fabulous. [www.blowin-blowout.com](http://www.blowin-blowout.com)

**U Relax Foot & Body Massage** is opening this week at 241 North Ave. W. (in the former Verizon Fios location). U Relax currently has five other locations and offers foot reflexology, facial massage, whole body massage, hot stone massage and couples massage in a relaxing and fun environment. 908.654.5888. [www.urelaxmassagetuina.com](http://www.urelaxmassagetuina.com)

**Beauty Plus Salon** is opening at 121 Central Ave., next to Williams-Sonoma. Beauty Plus Salon is passionate about bringing you the latest quality beauty products (for hair, nails and cosmetics) at discount prices and the best professional salon in one location. [www.beautyplussalon.com](http://www.beautyplussalon.com)

**LunchBOX**, a waxing salon, is coming soon to 125 Quimby St. With

**The 25 Best Restaurants:**

Chez Catherine

**Best Sports Bar:**

The Office Beer Bar & Grill

**Best Candy/Chocolatier:**

Brummer's Chocolates  
(Runner-Up)

**Best Home Furnishings:**

The Farmhouse Store (Runner-Up)

**Best Bicycle Store:**

Jay's Cycle Center (Runner-Up)

Read the full article:

<http://njmonthly.com/sections/best-of-Jersey/index.html>

many locations opening in NJ, LunchBOX is a full-service speed-wax salon. [www.lunchboxwax.com](http://www.lunchboxwax.com)

**Fiamma Wood Fired Pizza** is coming to 108 Quimby St. in the space formerly Pita Grill & Creperie. [www.fiamma-pizza.com](http://www.fiamma-pizza.com)

**Kitchens & Baths By Reece** is planning to 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. They are offering a pre-grand opening special of \$500 off your next kitchen or bath renovation with a minimum purchase of \$5,000. Schedule an appointment today at 908.232.1114. [www.kitchensbyreece.com](http://www.kitchensbyreece.com)

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



**The Top 10 Best Selling Books 2014 from The Town Book Store**

1. **The Memory Box** by Eva Lesko Natiello. This book by a Westfield author has been compared to *Gone Girl*. Very page-turning!
2. **Everything I Need to Know I Learned from a Little Golden Book** by Diane E. Muldrow. Who doesn't remember reading Little Golden Books? Not only is it a trip down memory lane, it is a



**2015 Events - Mark Your Calendars**

Sponsored by Downtown Westfield Corporation, unless otherwise noted.

**Westfield Restaurant Week** February 15-26 (Runs two weeks, Friday and Saturday excluded)

**Girls' Night Out** April 23, 5-9pm

**Spring Fling** (GWACC) May 3, 10am-5pm

**A Tour of Notable Homes** (NJ Festival Orchestra) May 9,

cute story. Great for the old and the young.

3. ***Lighten Up! Cooking with Trader Joe's Cookbook*** by local nutritionist, Susan Greeley. This cookbook is a staff favorite and has been on their top ten list for the last three years.

4. ***Me Before You*** by Jojo Moyes. This is the second year this book has made their top 10. Because of the popularity of this book, her four other books have rapidly become customer favorites too.

5. ***The Orphan Train*** by Christina Baker Kline. Historical fiction that educates about a time in our nation's history while also drawing attention to the current foster care system.

6. ***The Light Between Oceans*** by M. L. Stedman. Two years on their favorite list. Compelling story that posts a complex ethical question.

7. ***The Boys in the Boat: Nine Americans and Their Epic Quest for Gold at the 1936 Berlin Olympics*** by Daniel James Brown. For fans of *Unbroken*, this bestselling story is about American Olympic triumph in Nazi Germany.

8. ***Where'd You Go, Bernadette*** by Maria Semple. Second year on their top 10 list. Smartly written and perhaps familiar to some of us.

9. ***Gone Girl*** by Gillian Flynn. The movie sparked a renewed interest in this fast paced psychological thriller.

10. ***The Goldfinch*** by Donna Tarrt. A break out bestseller

10am-3pm

NJ Festival Orchestra presents "The Wheel of Fortune" May 30, 7pm

19th Annual "Sweet Sounds Downtown" Jazz Festival Every Tuesday in July & August, 7-9pm

Sidewalk Sale Days July 9-12

14th Annual Downtown Westfield 5K & Pizza Extravaganza July 22

Farmer's Market (GWACC) July - October, Saturdays 8:30am-2pm (at South Ave. Train Station)

FestiFall (GWACC) September 27, 10am-5pm

Trick or Treat Downtown Parade & Costume Contest October 25

Photos with Santa & Mrs. Claus at Lord & Taylor November 27-28, 1-7pm, November 29, 1-4pm

Small Business Saturday November 28

Annual Tree Lighting November 29, 5:30pm (at North Ave. Train Station)

Welcome Home to Westfield Outdoor Entertainment throughout the holidays

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



## Downtown Westfield Corporation Announces Winners of 2014 Miracle on Elm Street Drawings

The annual "Miracle on Elm Street" holiday promotion took place for the seventh straight year. Sponsored by the Downtown Westfield Corporation as part of the 'Welcome Home to Westfield' holiday events, the promotion encouraged people to

during the 2013 holiday season, it continued to sell throughout this year. Winner of the Pulitzer Prize. Treat yourself if you haven't read it yet.

[Read more.....](#)

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**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](mailto:j.lemberg@westfieldtoday.com).

Sincerely,  
Sherry Cronin, Executive Director  
Beth Brenner, Asst. Executive Director  
Jamie Lemberg, Online 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.*

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enter a weekly drawing in downtown stores and restaurants (or online) and place their entry forms in two specially decorated mailboxes located downtown.

Six \$50 gift card prizes were drawn each week in December, giving winners a gift card to the downtown store or restaurant of their choice. In addition, there was a bonus drawing for a \$25 parking card each week. Winners were drawn at random on December 2, 9, 16 and 23.

Winners will be mentioned in a press release to be published next week on [www.westfieldtoday.com](http://www.westfieldtoday.com).

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