



The Latest from Downtown Westfield Corporation

January 2016

Shop * Dine * Celebrate

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Photo: Roosterspin.com

Expansions

Join Our Mailing List!



2016 Events - Mark Your Calendars

Sponsored by Downtown Westfield Corporation, unless otherwise

Roosterspin

Westfield's hidden gem, Roosterspin, has already expanded! Located next to the train station, Roosterspin has quickly garnered a wonderful reputation as the place to go for Korean double-fried chicken and delicious Korean fusion entrees. Diners and restaurant reviewers agree that Roosterspin is not to be missed. The cool, industrial interior with a wall of jazz albums creates a fun atmosphere. Diner's enjoy DJs spinning jazz during the week and live jazz on weekend nights.

Roosterspin has now added a full service NYC style karaoke with 3 different themed rooms... JAZZ, NYC & ROCK for you to enjoy at any event and occasion -- birthday party for any age group, corporate event, private party, or fundraiser. They have over 30,000 songs with the full Roosterspin restaurant menu and wines available. Weekend reservations are necessary. On weekdays, walk ins are welcomed. Contact Nicky at 908.590.1816 or Danny at 908.294.1256. 251 North Ave. W., 908.233.7333. www.roosterspin.com

Rstudio Lash Spa

Rstudio proudly presents the grand opening of their R~Lash Brow Bar! Services include express lash, brow and makeup applications in

noted.

Dine Out Westfield February 28-March 10 (Runs two weeks, Friday and Saturday excluded)

NJ Festival Orchestra presents "Bohemian Rhapsody" March 5, 7pm

Girls' Night Out May 5, 5-9pm

Spring Fling (GWACC) May 1, 10am-5pm

A Tour of Notable Homes (NJ Festival Orchestra) May 7, 10am-3pm

NJ Festival Orchestra presents "Enter the Dragon" May 30, 7pm

Sidewalk Sale Days July 21-24

20th Annual "Sweet Sounds Downtown" Jazz Festival Every Tuesday in July & August, 7-9pm

15th Annual Downtown Westfield 5K & Pizza Extravaganza July 27

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

FestiFall (GWACC) September 25, 10am-5pm

Dine Out Westfield October 16-28 (Runs two weeks, Friday and Saturday excluded)

Trick or Treat Downtown Parade & Costume Contest October 30

Pre-Thanksgiving Farmer's Market November 21, 8:30am-2pm

Photos with Santa & Mrs. Claus at Lord & Taylor November 25-26, 1-7pm, November 27, 1-4pm

under 30 minutes. These new services are perfect for sensitive eyes as well as those who want lash extensions but have very little time. 100 Quimby Street #3, 908.858.0746. www.rstudiolashspa.com



Photo: Satsang Yoga Studio

Grand Openings

Satsang Yoga Studio is now open at 235 E. Broad St. (above Victoria's Secret). Their newly renovated studio in the heart of downtown will continue to offer more of its renowned classes with the most experienced teachers in the area as well as special programs in meditation, recovery, children's and tweens. Come visit their new studio! 908.789.7203. www.satsangyogastudio.com

Indigo Art & Party Place is located at the Arcanum Building, 102 Elm St., 2nd floor. Indigo is available to rent for private parties and events such as art shows, cake decorating classes, book signings, fundraisers, fashion shows, birthday parties, corporate parties and more. The space is historic, eclectic, unique and beautiful. It is BYOB. Catering is available from the finest restaurants in Westfield. Event and party planning is available. 102 Elm St., 2nd Floor, 908.986.6816. [Instagram@indigowestfeld](https://www.instagram.com/indigowestfeld)

Bee's Art Studio is a virtual art studio that is designed for only kids arts and crafts parties and theme birthday parties. It is located in Indigo. They provide the space, and art projects, food, DJ, Decor, anything you desire. 102 Elm St., 2nd Floor, 908.986.6816. [Facebook](https://www.facebook.com/beesartstudio).

Domino's Pizza recently moved to 219 South Ave. W. (from 403 W. Broad St.). 908.889.1818.

Coming Soon:

Johari, a new lingerie and swimwear store, will open their second store in NJ at 112 Central Ave. Johari specializes in bra and swimwear fittings and carry bras in band sizes 28 to 46 and cup sizes AA to K. They also carry the very popular Saxx boxers for

Small Business Saturday November 26

Annual Tree Lighting November 27, 5:30pm (at North Ave. Train Station)

Welcome Home to Westfield
Outdoor Entertainment throughout the holidays

[Read more...](#)



Shopping Best Bets

The Farmhouse Store

Joanna Gaines of HGTV's hugely popular design show, *Fixer Upper*, has designed her first line of furniture and The Farmhouse Store Westfield will be the first store in NJ to be selling it! With its mix of industrial, farmhouse, and vintage style, the Magnolia Home furniture collection is the perfect compliment to The Farmhouse Store's unique and casual blend of home furnishings. Look for the first pieces to arrive in early spring. Follow the details of this wonderful partnership on The Farmhouse Store's Facebook and Instagram pages. 221 E. Broad St., 908.654.0444.

www.thefarmhousestore.com



Eileen Fisher
Don't miss their final client celebration

men. Currently, Johari has its flagship store in Montclair, NJ, and they are extremely thrilled to bring their services to Westfield.

www.Joharionline.com and www.facebook.com/joharimontclair

T-Mobile will be opening on January 15 in the bright and cheerful magenta storefront at 114 Central Ave. They carry the latest tech devices and products including Apple, Samsung, LG, and T-Mobile branded devices. Stop by their store for their grand opening celebration. Visit them at www.tmobile.com or call 908.228.5146.

Elegant Image Salon is moving to 405 South Ave., 908.232.4900. www.elegantimagenj.com



Food and Wine

Robert Treat Delicatessen, a Downtown Favorite, Says Farewell

Westfield's beloved Robert Treat Delicatessen sadly announces they are closing after 84 years. Owners Mary & Jack want to thank all their loyal customers and dear friends for coming throughout the years. They are hosting a reception for their loyal customers on Sunday, January 10 from 10am to 2pm. Stop in for goodbyes and a last Taylor Ham Sandwich before January 15. Mary and Jack will miss everyone and the Westfield community will miss them! Read the [TAP Westfield article](#) about their history and upcoming closing. 113 Quimby St., 908.232.0925.

Pure Pita Simplifies Menu with Signature Dishes

Pure Pita has listened to their customers' requests and brought back their original menu with signature Pure Pita dishes. They now have their signature paninis, fish tacos, salads and burgers, as well as "build your own" platform to customize meals. They opened the Westfield store as an express location in an effort to create a quick dining experience. This transition (and departure from their other locations) required them to remove some of the great items that had a longer prep and cook time.



party! To show their appreciation for your loyal support, receive double rewards

points and \$25 off your purchase when you shop on Saturday, January 16. Light refreshments will be served. (Double rewards points and offer valid at the Westfield retail store on event day only. Minimum purchase of \$50. Not valid on gift cards or previously purchased merchandise. Cannot be combined with any other offer. Single use, one per customer.) 9 Elm St., 908.233.7133.

www.eileenfisher.com

The Bar Method

Want to try something new during lunchtime or in the evening? The Bar Method of Westfield is offering a reduced drop-in class price of \$15 for the 12:45pm class (Tue-Fri) and the 6:30pm class. Check online for more information. See you at the Bar! 105 Elm St., 2nd fl., 908.232.0746.

www.westfield.barmethod.com

Evalyn Dunn Gallery

In celebration of the new year, 2016, Evalyn Dunn Gallery is offering a 16% discount on all custom framing. What a great time to frame those holiday photos! This promotion must be mentioned at the time of purchase. Not good on prior purchases. 549 South Ave. W., 908.232.0412.

www.evalyndunngallery.com

Glamorous Girlz

Glamorous Girlz is offering a free waxing with a facial throughout the month of January. 28 Prospect St., 908.264.8819.

www.glamorousgirlzsalon.com

Home Economics Consignment Store

When it comes to New Year's resolutions, look no further than this consignment store. Get organized, declutter (and earn a little \$\$), then shop at 50%-80% off retail! In January, take an extra 20% off all outerwear.

Because Pure Pita is open to suggestions and always looking to improve things, Westfield customers now have access to their popular signature dishes. Feel free to pass on more ideas to their staff, #expressyourself. 106 Central Ave., 908.264.7085.

www.purepita.com

Decadent Hot Chocolate at Turning Point Restaurant

One thing we can be thankful for with the colder weather is the return of decadent hot chocolate on Turning Point's menu! Turning Point offers a variety of chocolaty hot beverages including Traditional with fresh whipped cream, Smores with toasted marshmallow syrup and crushed graham crackers, Peppermint with cane peppermint syrup, whipped cream and crushed peppermint candies, Reese's® Peanut Butter with peanut butter syrup, whipped cream and mini Reese's® cups, and the newest Skinny Hot Cocoa with skim or soy milk, dark cocoa and all natural, no calorie Truvia®. 137 Central Ave., 908.264.8180.



www.theturningpoint.biz/westfield/

The Asbury Park Press recommends the hot cocoa at Turning Point Restaurant. [Click to read the article!](#)

Fudge Truffle Ice Cream at Cold Stone Creamery

Cold Stone is bringing back a great tasting flavor, Fudge Truffle Ice Cream featured in a creation with brownie, fudge and whipped topping. Buy one love it (medium size), get the second love it 50% off. And every Monday is Monday Madness -- a large cup of ice cream with unlimited toppings for \$5. Every Thursday is Thursday Madness with 2 kids creations for \$5. 163 E. Broad St., 908.518.0044. www.coldstoneofwestfield.com

Fresh Coffee at Ahre's Coffee Roastery

Ahre's buys their green coffee beans direct from the importers and roasts them at their facility in Plainfield in small batches. You cannot get fresher coffee anywhere else in the area. Two offers in January: Buy 2 pounds of coffee and get a 3rd pound FREE! Also, enjoy their legendary hot chocolate, one for \$3 or two for \$5. 104 Elm St., 908.232.7977. www.ahre.com

415 Rahway Ave rear building-next to Westfield Auto Wash., 908.451.6551.
[Facebook](#)



Lord & Taylor

Lord & Taylor Westfield invites you to a Charity Day event in support of Look Good, Feel Better; a program dedicated to improving the quality of life and self-esteem of people undergoing cancer treatment. The event will take place on Saturday, January 16 and will include special in-store discounts, entertainment, refreshments and so much more! 100% of proceeds from the sale of their \$5 savings pass benefits Look Good Feel Better. In return, customers receive one 20% off store-wide savings pass and two 30% off single item coupons to use the day of the event. Tickets can be purchased in store on the day of the event. 609 North Ave., 908.233-6600. www.lordandtaylor.com



Power Stretch Studios

Don't go into the new year with the same tension and discomfort you had from last year.

Power Stretch Studios is offering FREE Flexibility assessments where you will find out how old you currently are in stretch years. Call them today to schedule your free assessment and they will help show you what a tension free body feels like. 66 Elm St., 973.692.8670.

www.powerstretchstudios.com



South Moon Under

South Moon Under's Annual Winter Sale is in full swing! Enjoy an extra 25% off all sale styles through



Downtown Vacancies & Changes

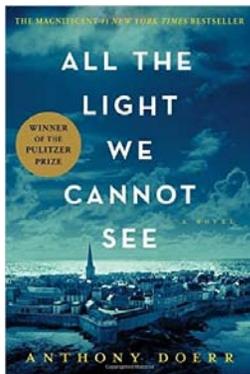
Like many towns, Westfield is not immune to the current retail climate and hardships. According to recent news reports, online shopping increased 20% during the recent holiday season and continues to grow year after year. Brick and mortar stores continue to feel the effects of this trend as well. Like many downtown environments, independent stores and service providers are finding it more difficult than ever to compete in this new era of retail commerce and many national chains are in a period of contraction rather than expansion of their retail stores. Westfield is certainly seeing this paradigm shift in retail. Some of our largest spaces, which typically are most attractive to national retailers, are sitting empty for longer than we are accustomed. Fortunately, smaller commercial spaces are being rented more quickly and some recent closing announcements have already been rented-even though some of the details cannot yet be revealed.

Over 30 businesses opened in Downtown Westfield in 2015 and several notable properties have undergone extensive reconstruction and reinvestment as previously reported in this newsletter. Some of these spaces include Addams Tavern, 17-33 Elm Street, 44 Elm Street, 128 Elm Street, Jay's Cycle Center, and Laser Dental Group on Elmer Street. New development projects and residential development along the downtown corridor have been approved in the downtown district and are strong indicators of the desirability of Westfield as a place to live and invest.

While a dynamic downtown will always experience change as consumer preferences change, it is more important than ever to support Downtown Westfield. Take a stroll through downtown and experience all that Westfield has to offer. While online presence is an important part of our daily lives, let's work together to ensure that our strong and vibrant downtown remains an integral part of our community.

end of January. 249 E. Broad St.,
908.518.1509.

www.southmoonunder.com



The Top 10 Best Selling Books of 2015 from The Town Book Store

How many have you read? For adults:

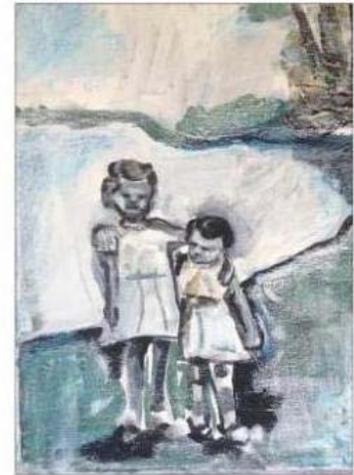
1. *All the Light You Cannot See* by Anthony Doerr
2. *The Boys in the Boat: Nine Americans and Their Epic Quest for Gold at the 1936 Berlin Olympics* by Daniel James Brown
3. *Girl on the Train* by Paula Hawkins
4. *Go Set a Watchman* by Harper Lee
5. *Everything I Never Told You* by Celeste Ng
6. *The Memory Box* by Eva Lesko Natiello.
7. *My Brilliant Friend: Neopolitan Novels Book One* by Elena Ferrante.
8. *The Rosie Project* by Graeme Simsion
9. *The Nightingale* by Kristin Hannah

Downtown Westfield Corporation maintains a current list of vacancies on our website: www.westfieldtoday.com/availablespace

Upcoming Art Events

Gallery U Presents Two Events in January: "Bianco: Artwork Celebrating White", January 8-25

A public opening reception is scheduled for Friday, January 8, from 6-8pm. Twenty six pieces of art representing twenty four artists, both established and emerging. Many of the pieces in this exhibition speak to the psychology of the color white, yet some challenge the viewers learned perceptions of white.



"Girls in White: a faded memory 1953"
by Suzanne Pasqualicchio

"The Kids Are Alright", Friday, January 29, 6-8pm

Artwork exhibited through February 1, 2016. A special fundraiser and exhibition of artwork by participants of the Boys & Girls Clubs of Union County's collaboration with Elaine's Art Club. Proceeds from art sold will benefit the Boys & Girls Clubs of Union County. 20% of all boutique sales during the reception will be donated to the Boys & Girls Clubs of Union County.

439 South Avenue W., 908.232.1895. <http://gallery-u.blogspot.com/>



Whip n Sip at Indigo Art & Party Place, January 16

Do you want to learn how to decorate a cake? Do you enjoy time with friends and sipping on your favorite drink? This is a place and event for you! Whip n Sip is January 16 from 5-8pm at Indigo Art & Party Place. Enjoy a special introductory rate of \$40 per person. The 2-hour tutorial includes a personalized cake to take home and decorating supplies for your use. Complimentary appetizers will be served to celebrate the first launch from 7-8pm. 102 Elm St., 908.986.6816. For reservations, email tasteandseebyaudrey@gmail.com

10. *Lighten Up! Cooking with Trader Joes* by Susan Greeley

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

The Top Circulating Books of 2015 at Westfield Memorial Library

If you are curious about the most popular books taken out of the library, check out this list:

www.wmlnj.org



If You Liked 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!

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 send a note to:
j.lemberg@westfieldtoday.com.

Sincerely,

Sherry Cronin, Executive Director
Beth Brenner, Asst. Executive Director
Jamie Lemberg, Digital Marketing & Social Media

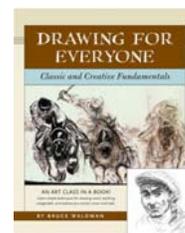
Downtown Westfield Corporation (DWC), Management Entity of the Special Improvement District
908.789.9444.

Since its formation in 1996, the Downtown Westfield Corporation's (DWC) efforts have resulted in Westfield, NJ being a nationally

Juxtapose Gallery Offers 8-Week Adult Drawing Class

Juxtapose Gallery will hold another 8 week adult drawing class by Westfield's famed Bruce Waldman this February. Please contact them for details. 58 Elm St., 908.232.3278.

www.facebook.com/juxtaposegallery



Westfield Throughout the Holidays and Beyond

Whether you visited Westfield for holiday shopping, dined at one of our many eating establishments, enjoyed our signature entertainment, or took advantage of the complimentary parking, we hope that you had a pleasurable experience in Downtown Westfield. Westfield is very fortunate to have a great mix of independent and national stores for all your shopping needs at any time of the year. Our robust dining scene offers so many choices that it sometimes can be challenging to decide where to dine. Our professional and personal service businesses provide unparalleled services to their clients. We are proud of the company we keep. Westfield truly offers an interesting and full array of choices for today's consumers.

"Welcome Home to Westfield" is how we describe our holiday season and the name historically given when service personnel returned home to Westfield. It is still a timeless description when many friends and families return to Westfield in celebration of the holidays. Downtown Westfield Corporation is proud to have sponsored all of the holiday entertainment (barbershop quartets, bagpipers, alphorns, brass bands, Dickens carolers, Photos with Santa & Mrs. Claus, tree lighting and our popular Miracle on Elm Street shopping spree contest). This not only complimented our rich mix of business offerings, but provided many memorable experiences in downtown.

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.

Quick Links

[Our Website](#)

[About DWC](#)

[Contact Us](#)

The annual "Miracle on Elm Street" holiday promotion was held for the eighth straight year. The promotion encouraged patrons to enter a weekly drawing to win one of six \$50 gift cards and a \$25 parking card each week that could be spent right back in downtown supporting our own businesses. We are pleased that we had a 40% increase in the number of entries in our contest this year from a wide demographic reach and the number of businesses which encouraged participation - a strong testament to the mutual support of businesses and their customers. For information on the Miracle on Elm Street contest and the winners, visit www.WestfieldToday.com.



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