



News from Downtown Westfield Corporation

May 2015

Celebrating Spring!

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If you like this newsletter,
please share it!



Don't Forget Mom!

These businesses in Westfield are essential gift destinations for flowers, chocolates and sweet desserts for the special women in your life.

Flowers/Plants:

Blue Jasmine Floral Design & Boutique (shown above)
23 Elm St., 908.232.2393.

Grand Openings

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](#)

Sole Pop-Up Clearance Center is opening May 3 at 128 Elm St., right down the block from their main store, Sole Fine Italian Shoes. Enjoy great selections at 60%-80% off for one month only! 908.654.7800. [Facebook](#).

The Wolves Den Barbershop & Supply Co. will also open soon at 200 Central Ave. (at the corner of Central & North Avenues near the AT&T store). www.rsbsx13.com

Pure Pita is coming to 106 Central Avenue (next to Athleta). Since 1993, Pita Grill has been serving up delicious, healthy eats in Manhattan and northern New Jersey. www.purepita.com

Kitchens & Baths By Reece will open at 221 North Ave. E. (next to Jay's Cycle Center). 908.232.1114. www.kitchensbyreece.com

[bluejasminellc](#)

Flower Art by Design Contempo
103 Prospect St., 908.301.0300.
flowerartbydesigncontempo.com

The Green Room
227 Elmer St., 908.518.0400.
www.greenroomflorist.com

Meeker's Florist
427 South Ave.W., 908.232.8740.
www.meekersfloristnj.com

Trader Joe's
155 Elm St., 908.301.0910.
www.traderjoes.com

Stop & Shop
219-233 Elm St., 908.232.1292
www.stopandshop.com

Chocolates:

Brummer's Chocolates
125 E. Broad St., 908.232.1904
brummershomemadechocolates

The Chocolate Bar
112 Quimby St., 908.389.9000
thechocolatebar

Baked Goods:

Bovella's Pastry Shoppe
101 E. Broad St., 908.232.4149
www.bovellas.com

Carlo's Bakery
21 E. Broad St., 908.228.5525
www.carlosbakery.com

Crumbs's Bake Shop
130 E. Broad St., 908.232.5527
www.crumbs.com

Tutti Baci Italian Bakery
401 South Ave. W., 908.317.9200



Food & Wine

Celebrate Mother's Day at Chez Catherine

Chez Catherine will be open Sunday, May 10 to celebrate Mother's Day from noon to 7:30pm. Enjoy their dinner menu with some specials for \$68 per person. 431 North Ave. W., 908.654.4011. www.chezcatherine.com

Mother's Day at Limani Seafood Grill

For Mother's Day, this popular BYOB restaurant serving Greek seafood & other specialties is offering several specials along with their usual menu during their normal hours, Friday, Saturday and Sunday. 235 North Ave., W., 908.233.0052. www.limaniseafood.com

Mother's Day at Amuse

Enjoy their Dinner menu with specials all day long at Amuse, from 12-8pm on Mother's Day. A la carte pricing is offered. Wine pairing is available by pre-ordering through CoolVines. Call for reservations. 39 Elm St., 908.317.2640. www.amusenj.com

Strawberry Cake for Mom from Cold Stone Creamery

Cold Stone has created a delicious 'A Kiss of Strawberry' cake to celebrate Mom: Moist yellow cake with ice cream marbled with strawberry puree, wrapped in pretty pink ombre frosting rosettes. It's so pretty you almost won't want to eat it! On Mother's Day, Cold Stone is also offering a free scoop of ice cream in a cup to all mothers. 163 E. Broad St., 908.518.0044. www.Coldstoneofwestfield.com

Arts & Entertainment Events

May 2, Saturday





Shopping Best Bets

Art Galleries:

Juxtapose Gallery

Enjoy the Due Sorelle Mother's Day Jewelry Trunk Show at Juxtapose Gallery, May 9 from 10am-5pm. Stop by to see Gena and Tania's newest jewelry designs. All pieces are handmade and one-of-a-kind (shown above). Then on May 5 at 10am, join Juxtapose's art dealer Monsieur Cuille when he comes all the way from France for a spectacular Art Trunk Show. 58 Elm St., 908.232.3278. www.juxtaposegallery.com

Evalyn Dunn Gallery

Stop into Evalyn Dunn Gallery to see their great new gifts that have arrived just in time for Mother's Day. The gallery has expanded their jewelry department to include four new lines of unusual handmade bracelets and necklaces. They also now feature a beautiful silk scarf line, handmade and works of art. In honor of her mother, owner Jaclyn Civins is offering a special Mother's Day promotion through May 31: \$100 gift certificate for only \$75. Mention this newsletter at time of purchase. Not good on previous purchases. 549 South Ave W., 908.232.0412. www.evalyndunngallery.com

Lord & Taylor Charity Day

Shop Smart, Do Good. Come to Lord & Taylor Saturday, May 2 from 9am-10pm to benefit local non-profit organizations. It's the perfect reason to shop for Mother's Day, which is May 10. Purchase a \$5 ticket at the door and receive a savings pass for 20% off regular and sale items storewide, 10% off cosmetics and fragrances, plus a 30% bonus coupon for one item. 609 North Ave., 908.233.6600. www.lordandtaylor.com



May 2, Saturday

Town Book Store Celebrates Independent Bookstore Day

May 2 is the first National Independent Bookstore Day. To celebrate, The Town Book Store has invited local author, designer, and mom Carla Komar to visit them from 2-4pm. She will read her very first children's book, *Everybody Loves Hazel*. There will be a fun raffle, small giveaways, and special Hazel treats. 270 E. Broad St., 908.233.3535. www.townbookstore.com

May 1-2

N & C Jewelers Celebrates First Anniversary in Westfield

N & C Jewelers (Nabig & Carmen formerly of Michael Kohn Jewelers for over 35 years) is celebrating their first anniversary in Downtown Westfield. They will be hosting an Open House on Friday, May 1 and Saturday, May 2. Enjoy 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 is eligible to enter their drawing for a beautiful diamond necklace. 102 Quimby St., 908.233.3380. [Facebook](#)



May 3, Sunday Spring Fling

Downtown Westfield will be abuzz on May 3 from 10am to 5pm (rain or shine) for the annual Spring Fling street fair. Enjoy nonstop entertainment, vendors, food, a KidZone with rides, games and activities. Don't miss Bovella's pie eating contest at 1:30pm! Fun for the whole family. Sponsored by the Greater Westfield Area Chamber of Commerce. 908.233.3021.

www.westfieldareachamber.com

Beauty & Services:

U Relax Spa

U Relax is running a great promotion which makes the perfect gift for Mother's Day: A 60 minute body massage for only \$45 and a 60 minute foot reflexology massage for \$35. That means you can indulge mom or grandma in 2 hours of pampering for \$80! Valid through May 15. 241 North Ave. W., 908.867.0207.

www.urelaxmassagetuina.com

Details Made Simple ~ Wedding Day Coordinator

Details Made Simple celebrates their 100th wedding milestone with \$100 off any wedding day coordination package through 5/31/15. New customers only with mention of this newsletter. 231 North Ave. W., Ste. 1, 732.692.4259.

www.detailsmadesimple.com

Facial Reality Spa & Salon

Purchase a \$100 gift certificate and receive a \$25 gift certificate just for you. Gift certificates can be used toward any product or service in the spa. Offer ends May 31. 221 Lenox Ave., 908.928.0010.

www.facialrealityspa.com

JL Makeup Artistry

Complete your prom look with fabulous makeup & hair by JL Makeup Artistry. Book makeup or hair for \$85, or go with our \$150 Prom Package that includes both a professional makeup application & hairstyle of your choice. Book with a friend & you each save \$5. 231 North Ave W., Suite 1, 908.233.2337.

www.JLMakeupArtistry.com

Maria Candida's Hair Forum

Book appointments for your daughter's First Holy Communion on Saturdays and Sundays at Maria Candida's. Appointments

April 28 - May 27

The Jewish Film Festival at the Rialto Theatre

Enjoy the 10th Anniversary of the Jewish Film Festival of Central NJ with five great films, April 28 - May 27. All films start at 7:30pm at the Rialto Theater, 250 E. Broad St. in Westfield. There is plenty of seating, with screening in two auditoriums. Enjoy dinner before the movie with one of their restaurant partners: Akai Sushi Lounge, Amuse, Limani Seafood Grill and Westfield Diner. For the movie schedule, visit www.jccnj.org.



May 8, Friday

Gallery U Exhibits the Work of Eva Albert In New Solo Series

In addition to monthly group exhibitions, Gallery U Boutique is now featuring a monthly solo exhibition by local artists. The works of Somerset artist Eva Albert is their inaugural artist for the "Art in the Boutique" series. This special exhibit will include selections from Eva's large scale works as

well as work from her New York City street scenes series. An opening reception is scheduled for Friday, May 8, 6-8pm. All are welcome. Artwork will be exhibited through June 1. "Real: Works By Members of New Jersey Photography Forum" will also be on exhibit in their main gallery. 439 South Ave W. <http://gallery-u.blogspot.com>

May 9, Saturday

Tour of Notable Homes

A Tour of Notable Homes to benefit The NJ Festival Orchestra will take place on Saturday, May 9 from 10am to 3pm. Enjoy a self-guided tour of four distinguished homes representing a range of architectural influences and design sensibilities. Tour also includes musical interludes at all locations, plant sale, refreshments, luxury basket raffles and olive oil and balsamic tasting. Tickets are \$35 in advance, \$40 at the homes. This is a great Mother's Day activity and gift! www.njfestivalorchestra.org



May 30, Saturday

NJ Festival Orchestra Season Finale: Carmina Burana

The NJFO season culminates here at the Presbyterian Church Westfield on Saturday, May 30 at 7pm with a monumental performance of one of the best known and most loved choral/orchestral works of the 20th

are typically 30-40 minutes. They also specialize in Prom hairstyles (\$75) and all other special occasions. 105 Prospect St., 908.233.3460. [Facebook](#).

Consignment:

Home Economics Consignment Store

Great style is passed down, so return the favor with the perfect Mother's Day gift from Home Economics Consignment Store. From interior designers to fashion design, mom's influence is trend-setting. Stop into this consignment store and shop for 50-80% off retail. 908.451.6551. 415 Rahway Ave., rear building next to Westfield Auto Wash. [Facebook](#).

Westfield Thrift and Consignment Shops

Shop at the Westfield Service League Thrift and Consignment Shops to find a wide variety of spring and summer merchandise at discounted prices. The shops will be closing for the summer on June 20. 114 Elmer St. 908.233.2530.

Dry Cleaning:

Spring Cleaners and Tailors

Spring Cleaners is offering 15% off any dry cleaning and 10% off on any tailoring for new customers. Also they have free pick up and delivery service. 107 Quimby St., 908.232.0370. www.spring-cleaner.com

Next Cleaners

Next is giving away a \$20 Dry Cleaning gift to all mothers! Just mention "Mother's Day Gift" when picking up your next order, through the end of May. 335 South Ave. W., 908.228.2889. www.nextcleaners.com

Fashion & Accessories:



century, Carmina Burana. Join NJFO and Pro Arte Chorale on a robust musical journey capturing the fickleness of fortune and wealth, the ephemeral nature of life, the joy of the emergence of Spring, and the hollow pleasures of drinking, gluttony, gambling, and lust! David Wroe conducts. Tickets \$26 -\$75, students \$13. For tickets and information, call 908.232.9400 or visit www.njfestivalorchestra.org.

Girls' Night Out Photos

The Downtown Westfield Corporation photographer was out and about at Girls' Night Out, April 23 taking pictures of ladies enjoying the fun. See if we caught a picture of you!

[See the photos..](#)



Westfield Parking App Makes Parking Easier

No need to fuss with the parking pay stations or go running outside to refill them in the Westfield parking lots any more!

As part of the Town of Westfield's commitment to making your parking experience as convenient as possible, they have partnered with mPay2Park, a mobile payment network. This app simplifies parking, and mPaytoPark offers you quick and easy access to parking locations

with efficient and safe payment.

Download the App at www.mPay2Park.com or scan the bar code located next to the pay station. Once you've entered your credit card information once, you simply click on the lot, enter your parking space number and the desired amount of time. How easy is that?! It reminds you when your time is up and allows you to add more time right from your mobile device. Note that you will pay a \$.30 convenience fee per transaction.

Bittersweet Designs

Just in time for Mother's Day! Eliza B. flip flops, Lilly Pulitzer beach totes, Echo beach cover-ups, Big Buddha and Sondra Roberts handbags, plus the newest summer jewelry from Lizzy James are all in stock. Mention this newsletter and receive 15% off your entire purchase. 212 Lenox Ave., 908.389.0330. [Facebook](#)

Mila

Pick up a Mother's Day gift from Mila boutique (\$75 or more) and Mila will offer you a gift - a beautiful spring scarf! They have many different colors and will suit each customer with the right one. These scarfs are easy to wear, comfortably light and trendy. 107 Prospect St., 908.232.1110. [Facebook](#)

[Home:](#)

The Farmhouse Store

The Farmhouse Store carries a huge selection of special gifts just for Mom. Stop in for a piece of jewelry, a "Mom" paperweight, their ever-popular Mom's Little Vase, a handy tote bag, a snuggly throw, a new mug, or a picture frame. Gift wrapping is included. 221 E. Broad St., 908.654.0444. [Facebook](#)

[Kids:](#)

Learning Express Westfield

The Calico Critter Bell Hopscotch Rabbit will be visiting Learning Express on Saturday, May 16, from 11:30-12:00, 1:00-1:30 & 2:00-2:30. Coloring sheets and goody bags will be available for all children. Enjoy special one day discounts on all in-stock Calico Items. Bring your camera to take pictures with Bell Hopscotch Rabbit. 104 Quimby St., 908.233.1381. [Facebook](#)

For more information, call 855.677.7275. www.mPay2Park.com

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, 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.

Quick Links

[Our Website](#)

[About DWC](#)

[Contact Us](#)

Stationery:

Papyrus of Westfield

Papyrus is offering 20% off of all custom printing through June 30, 2015. Stationery, Invitations, Gifts and more. 62 Elm St., 908.928.1300. www.papyrusonline.com

Yapple Yogurt
20% off

Get 20% off any cup of yogurt through May 31!
116 Elm St., 908.228.5373. www.yappleogurt.com

Offer Expires: May 31, 2015

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