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### Restaurant Week is Underway

Westfield Restaurant Week is underway, so don't miss your chance to dine for less through Thursday, October 8 (Friday and Saturday not included). Enjoy great prix-fixe menus from 28 participating food & wine establishments at various price points. See the list of participants as well as their menu offerings and prices at [www.westfieldtoday.com](http://www.westfieldtoday.com). Make your reservations today!



### Grand Openings

**Gotham Costumes**, a Halloween pop-up shop, is now open at 125 Elm St. (in the location formerly Westfield

### Celebrate Pre-Halloween Downtown with Trick-or-Treating, Costume Contest & Parade

On Sunday, October 25, bring the kids downtown in their costumes to trick-or-treat in the retail stores and restaurants throughout Downtown Westfield from 12pm to 2pm. The



Sleep Center). They offer costumes, masks, and decorations. Gotham Costumes is a family owned and operated Halloween store chain that has been in business in the northern New Jersey/New York region for more than 15 years. Every year, they search out new locations for pop-up Halloween stores, which are open from September until mid-November. [www.gothamcostumes.com](http://www.gothamcostumes.com)

**Early Bird Portuguese Bakery** is now open at 615 South Ave. W. (in the location formerly Westfield Bagels & Cafe). Early Bird is a bakery and cafe with authentic Portuguese pastries such as custard cups, rolls, milk bread and Portuguese doughnuts, as well as savory Portuguese dishes such as shrimp patties, codfish balls, marinated pork sandwiches and empanadas. 908.301.0478. [Read more...](#)

**41 Elm Street** is now open at 41 Elm St. (in the location formerly Potissi). In this new boutique find unique vintage, handmade and antique jewelry, gifts and home decor. 908.913.0878. [Facebook](#)

**Maui Whitening**, the original teeth whitening salon, is now open at 406 W. Broad St. Enjoy their grand opening special of three 20 minute sessions for \$99. 908.233.4715. [www.mauiwhitening.com](http://www.mauiwhitening.com)

**Coming Soon:**

**Woof Gang Bakery and Grooming** will open at 218 E. Broad St. Woof Gang offers gourmet dog treats, healthy pet foods, pet supplies, accessories and pet grooming. Coming November 2015. [www.woofgangbakery.com](http://www.woofgangbakery.com)

**POE Yoga & Cycle** will open at 118 Elm St. (near Yapple Yogurt). Expanding from Far Hills, NJ, this 'peace on earth' studio will offer yoga classes in alignment, vinyasa

Optimist Club of Westfield will present a Halloween Parade starting at 2:15pm on Quimby St. and will follow on North Ave., Prospect St., E. Broad St., Elm St. and back to Quimby St. The costume contest, sponsored by Downtown Westfield Corporation, is for children from pre-school through elementary school ages and starts at 2pm throughout the parade (rain or shine). Costume contest judges will watch the parade and hand out medals and winner cards during and after the parade. All prizes will be awarded at 3pm. [Read more.](#)



## More Upcoming Events



"The Shining" by Krysta Fox

### Halloween Exhibition at Gallery U, October 9 - November 2

Gallery U is pleased to offer a treat this October with their annual Halloween exhibition "Something Wicked This Way Comes: Artwork Celebrating the Gothic & Beautifully Macabre." Artwork of various mediums and styles by nineteen artists will be on exhibit from October 9 - November 2. A reception is planned for Friday, October 30 from 6-8pm. Guests are encouraged to come in masquerade. 439 South Ave.

W., 908.232.1894. [www.gallery-u.blogspot.com](http://www.gallery-u.blogspot.com)

### Westfield Historical Society's Apple Fest, October 3

Mums and kale will be ready for sale at Westfield Historical Society's sixth annual Apple Fest to be held Saturday, October 3, at the Reeve House History and Cultural Center, 314 Mountain Ave, Westfield. The festival, featuring the 1920s, is open from 12-4pm, with a rain date on Sunday, October 4. Events will include the Apple Café fashioned as a "speak easy" serving celebrated local food, a judged apple pie-baking contest, old-fashioned games and prizes, exhibits of Westfield's 1920's historic pageant, a Polaroid photo booth for taking flapper-style pictures, offerings from top-tier local vendors. Read more on [www.nj.com](http://www.nj.com)



### "Salad-in-a-Jar" Workshop at ViaNutrition, October 8

Join ViaNutrition on October 8th for their "Salad-in-a-Jar" workshop at 7:30pm. This is a make and take

flow, basics, inversion and power yoga, plus cycling, rigorous cardio, sculpting and kickboxing classes. All classes use Far Infrared Heat, which penetrates deeply into joints, muscles, and tissues, speeding oxygen flow and increasing circulation. [www.poeyoga.com](http://www.poeyoga.com)

**Chill Cryotherapy** is opening soon at 327 South Ave. W., across from the train station. Whole body cryotherapy involves the brief (2-3 minutes) application of extremely cold temperature to the skin. It is an increasingly popular treatment among professional athletes, celebrities and individuals looking to improve their overall health, fitness and wellness. The Chill Cryotherapy Center will be one of only a few centers in NJ. Stay tuned!

**Domino's Pizza** is moving soon to 219 South Ave. W. from 403 W. Broad St. 908.889.1818.



### Thursday Evenings are Late Nights for Shopping in Downtown Westfield

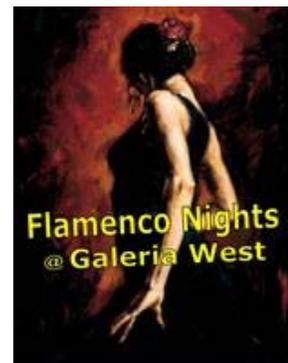
Did you know that many retailers stay open late on Thursday nights in Downtown Westfield? Downtown Westfield Corporation (DWC) would like to take the opportunity to remind shoppers that Thursday evenings are the late night shopping nights in downtown. Lord & Taylor is open until 9:30pm most nights, and many



event where you assemble from a choice of 4 salad meals into a mason jar. All participants leave with a complete salad in a jar for the next day and recipes to make on their own for the future (not to mention the know-how and shortcuts for a delicious lunch). Fee \$20. Sign up online. 138 Elmer St., 908.310.0277. [www.vianutritionandhealth.com](http://www.vianutritionandhealth.com)

### FLAMENCO NIGHTS @ GALERIA WEST, Friday, October 9

The passion of authentic Spanish Flamenco music and dance returns to the stage at the intimate Galeria West art gallery, located at 111 Quimby St. in downtown Westfield. The popular monthly FLAMENCO NIGHTS @ GALERIA WEST concert event on Friday, October 9 at 7:30pm features accomplished flamenco guitarist Pedro Cortes along with his special guest music and dance artists. Tickets \$25 for adults and \$15 for children & students with I.D. Advance tickets can be purchased online or call 908.301.9496. [www.BrownPaperTickets.com](http://www.BrownPaperTickets.com)



### Farm(house) to Table Beer-Paired Dinner at Amuse, Thursday, October 15

CoolVines & Amuse present the Farm(house) To Table Beer-paired Dinner. Join the CoolVines beer team at Amuse as they explore both traditional and new-school examples of Farmhouse Ale paired with a locally-farmed, Autumnal menu by Chef CJ Reycraft. Four-course fixed menu with a beer pairing for each. \$75pp includes food, beverage, beer sommelier, tax & tip. For tickets, call CoolVines at 908.232.5050. [www.coolvines.com](http://www.coolvines.com). [www.amusenj.com](http://www.amusenj.com)

### Meet the Artist Reception: Dorothy Ganek: Fantasy & Reality, October 16

Join Juxtapose Gallery on October 16 from 6-9pm for the Opening Reception of Dorothy Ganek's "Fantasy & Reality". Live Music and Refreshments. Show hangs through



November 16. Due Sorelle's Autumn Jewelry Trunk Show will be held at Juxtapose October 24 from 12-5pm. Come see the

other retailers stay open until 9pm including: Athleta, Banana Republic, Baron's Drug Store, Beauty Plus, Chico's, City Sports, Gap, Jos. A. Bank, Nirvana, and Victoria's Secret.

Stores open until 8pm include Alex & Ani, American Shoe Repair & Luggage, Ann Taylor, Farmhouse Store, Learning Express, Lucky Brand, Patricia & Paul, The Children's Place, Town Book Store, and Urban Outfitters. Adlers Jewelers and Castle Bootery are open until 7:30pm, and Blue Mercury, Claire's, Francesca's, and South Moon Under are open until 7pm.

[Read more...](#)



### Spotlight On: Hip Vibe at Roosterspin

Roosterspin Restaurant opened one year ago in Downtown Westfield and continues to thrive, bringing Korean fusion food and jazz music to local diners in a cool, industrial space. Owner Mihae Cho is famous for her double fried chicken, although don't miss Roosterspin's other delicious menu items such as tuna tataki, kimchi burger sliders & fries, sizzle beef and spice tuna roll, to name just a few. Live jazz bands perform every Friday and Saturday nights, while a DJ spins music Wednesdays and Thursdays. On a recent Friday night,

latest and greatest. 58 Elm St., 908.232.3278. [Facebook](#)



### Book Signings in October at The Town Book Store, October 17 & 24

On Saturday, October 17 from 2-4pm, meet Elisabeth Egan, books editor at Glamour Magazine and author of *A Window Opens*, a heartfelt and painfully funny debut about what happens when a wife and mother of three leaps at the chance to fulfill her professional destiny-only to learn every opportunity comes at a price. Then, on Saturday, October 24 from 2-4pm, meet

co-editors Anne and David Kiley and Thomas Pellechia of *Writing The War: Chronicles of a World War Two Correspondent*. This chronicle of World War II is a firsthand account by journalist Charles Kiley and the woman he would marry of the dramatic events that engulfed the world. Call The Town Book Store to reserve an autographed copy. 270 E. Broad St., 908. 233.3535. [www.townbookstore.com](http://www.townbookstore.com)

### Blues Legend Roy Bookbinder Performs in Westfield, October 17

The Coffee With Conscience Concert Series kicks off its 16th Season with singer, guitarist and raconteur Roy Bookbinder and special guest Rich DiPaolo. The concert will take place Saturday, October 17, at the First United Methodist Church of Westfield, 1 E. Broad St. (corner of North Avenue) in Westfield. Doors open at 7:15pm and the concert begins at 8pm. Admission is \$25 online, \$30 at the door. This concert will benefit The Keith Knost Special Needs Fund. Tickets can be purchased online in advance: <http://tinyurl.com/pe5daxe>



### Halloween Hocus Pocus & Other Fall events at Miller Cory House, October 25

1:30-4pm Registration required. Students/Children \$5; Accompanying adults free. 908.232.1776. [www.millercoryhouse.org](http://www.millercoryhouse.org)  
[Read more..](#)

### Fine Jewelry Events this Fall at Lord & Taylor

Join Lord & Taylor for three special jewelry trunk shows this fall. The first is the **Morris & David trunk show** Friday, September 25 - Monday, October 26. The two brothers come



diners got turned away due to full reservations, so book ahead. You won't be sorry! BYOB. 251 North Ave. W., 908.233.7333.  
[www.roosterspin.com](http://www.roosterspin.com)



### Food & Wine

#### Happy Hour at Sweet Waters Steak House

Enjoy the new Happy Hour at Sweet Waters Monday-Thursday 4-6pm with \$7 small plates, \$5 house brand drinks, \$4 all bottled beer, and \$2 off all wines by the glass. 43 Elm St., 908.317.2599.  
[www.sweetwaterssteakhouse.com](http://www.sweetwaterssteakhouse.com)

#### Protein shakes and berry blasts from Feast Catering/Juice Junky

This month Juice Junky is introducing protein shakes for your pre or post workouts and berry/fruit blasts for students. Ask for their special student discount when you order. 27 Elm St., 908.654.0045.  
[www.feastcateringwestfield.com](http://www.feastcateringwestfield.com)

#### Freshest 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, NJ. You cannot get fresher coffee in the area! Hence, their motto: "Ahre's is fresher than theirs!" Enjoy happy hour now through November with half price fresh-brewed coffee from 5pm to close, Monday through Friday. Students can enjoy a Back to School Special: receive an "Iced Hot Chocolate" with a valid Student ID -- One for \$3

from a family of jewelers whose roots in fine jewelry trace back many centuries. Their family has been exclusive jewelers to many royal families. **Gold Rush trunk show** is presented Monday, November 23 - Thursday, December 3. Join L&T as Andin Jewelry brings their gorgeous bracelets, rings, earrings and necklaces, all in the finest 14K gold. The **Marco Moore trunk show** is Tuesday, December 1 - Sunday, January 3. Marco Moore has created a new look and feel for jewelry as wearable pieces of art. Handcrafted, limited editions, no one piece is exactly the same. Stop by the Fine Jewelry counter or call for a special appointment. 609 North Ave. W., 908.233.6600, ext. 400/401.  
[www.lordandtaylor.com](http://www.lordandtaylor.com)



#### Lord & Taylor Charity Day, October 29

Shop Smart, Do Good: A Fundraising Day is a special event hosted by Lord & Taylor in support of local non-profit organizations. Participating organizations will receive tickets to sell before the date of the event. Each organization sells to friends, family and other supporters for \$5 each and in return keeps ALL proceeds!

Tickets will also be for sale at Lord & Taylor on the day of the event. Shoppers enjoy two 25% off bonus coupons with limited exclusions and one 15% pass to be used throughout the day on almost everything including cosmetics and fragrances. In 2014, organizations collectively raised over \$600,000! 609 North Ave. W., 908.233.6600.  
[www.lordandtaylor.com](http://www.lordandtaylor.com)



#### NJ Festival Orchestra Opens Season with Rhapsody in Blue, October 10

NJ Festival Orchestra's 2015-2016 season opens dramatically with a world premiere of Gershwin's Rhapsody in Blue with a new chorus complementing the symphonic and solo piano forces. Featured soloist is the internationally acclaimed, award-winning pianist and composer Michael Fennelly. Harmonium Choral Society performs the surprising chorus. Join the kickoff concert Saturday, October 10, 7pm, at the Presbyterian Church in Westfield, NJ. Tickets are \$26-\$75, students \$13. For tickets and more information on this performance and the entire season, call 908.232.9400 or visit [www.njfestivalorchestra.org](http://www.njfestivalorchestra.org)



#### Westfield Farmer's Market, Saturdays through Oct. 31

Open every Saturday from 8:30am - 1:30pm at the Westfield train station. There will be a

or Two for \$5, through the end of October. [www.ahre.com](http://www.ahre.com)



### Harvest Pumpkin Waffles at Turning Point

Turning Point is offering new Fall/Winter specials for breakfast, lunch and brunch. During October, Perk Card members will receive one free Fall/Winter special to try when they present their registered Perk Card. Among the new entrées is the Harvest Pumpkin Waffle, crispy light pumpkin waffle with dollops of whipped pumpkin mascarpone, dried cranberries and candied walnuts served with side of brown sugar rum sauce. Visit their website for details and becoming a Perk member. 137 Central Ave., 908.264.8180. [www.theturningpoint.biz](http://www.theturningpoint.biz)

### New Cookies at Robert Treat Deli

Robert Treat has new all natural bakery cookies - butter, chocolate chip and oatmeal raisin. Stop by for sweet treats and pickup their catering menus for all your fall festivities. 113 Quimby St., 908.232.0925. [www.roberttreatdeli.com](http://www.roberttreatdeli.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](mailto:j.lemberg@westfieldtoday.com).



special pre-Thanksgiving date on November 21. All farms are Jersey Fresh members of the NJ Council of Farmers and Communities. In addition to fresh produce, you'll find organic meat, baked goods, local honey, organic food products, wine, fresh pasta, and more. 908.233.3021. [www.westfieldareachamber.com](http://www.westfieldareachamber.com)

### Women's Networking Event hosted by GWACC, October 28

Join the Greater Westfield Area Chamber of Commerce for a women's networking event from 6-8pm at the Westwood in Garwood, NJ. Bring your business cards and meet other women from local businesses while you enjoy an evening of food and cocktails. To register call 908.233.3021 or visit [www.gwaccnj.com](http://www.gwaccnj.com). Limited number of vendor tables still available. For information on vendor tables, please contact Irene Katz at [w2w@gwaccnj.com](mailto:w2w@gwaccnj.com).

### Small Plates for a Great Cause, November 12

Join Westfield Rotary Club Foundation and Lord & Taylor for a wonderful event to benefit efforts to relieve hunger in our community, provide college scholarships to qualified students and community grants. Sample savory appetizers prepared by the area's premier eateries. View trendy new fashions modeled by some local celebrities. Be eligible for valuable door prizes and participate in a cash raffle. Taste the wines of outstanding vineyards. Enjoy live music. All for a great cause! 5% of the evening's sales will be donated by Lord & Taylor. Thursday, November 12, 6:30 - 9:30pm at Lord & Taylor's Westfield Store. [www.westfieldrotary.com](http://www.westfieldrotary.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.*



## Shopping Best Bets

### South Moon Under

South Moon Under is offering 20% off all denim through October 25. Visit the store to find your new favorite fit and to drop off your old jeans to be recycled into housing insulation for communities in need. 249 E. Broad St., 908.518.1509. [www.southmoonunder.com](http://www.southmoonunder.com)

### Bittersweet Designs

Bittersweet Designs is celebrating its 11th Anniversary in Westfield this month. Receive 15% off your entire purchase. Start fall off with a stylish new scarf or wrap. Handbags from Big Buddha, Sondra Roberts, Baggallini and Echo are in stock. The Nest Candle and Reed Diffuser in Pumpkin Chai is a great fall fragrance for your home. Mariposa has new fall hostess pieces for your entertaining. It's a great time to start your holiday shopping at Bittersweet. 212 Lenox Ave., 908.389.0330. [Facebook](#)

### J. Winthrop on Elm

J. Winthrop loves to give back. The limited edition pink Lokai bracelet has arrived, and a portion of each sale will be donated to the Susan G Komen Foundation. Call to reserve yours today. A new addition to their store is Headbands of Hope. For every headband sold, one is given to a child with cancer and \$1 is donated to fund childhood cancer research. Choose from sporty styles to a little bling. The Vera Bradley Winter Collection arrives October 22. From October 22-25 receive a free slim wristlet with \$100 full price purchase or more. 33 Elm St., 908.228.2918. [www.jwinthrop.com](http://www.jwinthrop.com)

### Details Made Simple ~ Wedding Day Coordinator

Details Made Simple is celebrating the beginning of Fall -- Receive \$100 off any wedding coordination package. New customers only. Exp. 10/31/15. Please mention this newsletter. 231 North Ave. W., Suite 1. 732.692.4259. [www.detailsmadesimple.com](http://www.detailsmadesimple.com)

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### Quick Links

[Our Website](#)

[About DWC](#)

[Contact Us](#)

### **Evalyn Dunn Gallery**

Evalyn Dunn Gallery, in their ever expanding gift department, is now showcasing beautiful handmade jewelry. They have bracelets and necklaces from many artists and one piece is more beautiful than the other. To promote these unusual pieces of wearable art Evalyn Dunn Gallery is offering a 10% discount on all jewelry, no exclusions, through October 31. This email must be mentioned at the time of purchase. 549 South Ave W., 908.232.0412. [www.evalyndunngallery.com](http://www.evalyndunngallery.com)

### **Glamorous Girlz**

For the month of October, Glamorous Girlz is offering free spooktacular Halloween nail art, free harvest orange glitter tattoo and free color streak with any hair cut. 28 Prospect St., 908.264.8819.

### **Home Economics Consignment Store**

If you want unique jewelry, statement sunglasses, high-fashion footwear or home furnishings, come to Home Economics Consignment Store and scoop up a few pieces. At 50% to 80% off retail there are plenty of fabulous buys. Need coveted space in your closet? Consign with them! 415 Rahway Ave. (rear building), 908.451.6551. [Facebook](#)



### **Just Bead Yourself**

BYO "Paint and Sip" - Get the girls together...bring some wine and design your own wine glasses and wine charms. Just Bead Yourself will provide you with two wine glasses, one to sip from and another to paint and take home. You will also create two beaded wine charms to match. Cost is \$25 per guest. Bring 1 friend for 10% off or 2 friends 20% off. Upcoming dates:

October 1, 8, 16 at 7-9 pm (or request your own date for your group). 113 Central Ave., 908.232.3411.  
[www.JustBeadYourself.com](http://www.JustBeadYourself.com)

### **The Eardly T. Petersen Co, Inc.**

Dry fall weather brings allergies and hay fever. Fresh air is the answer. Eardly T. Petersen offers a Fresh Air air purifier to effectively reduce allergens such as pollens, bacteria, dander, dust mite issues, odors & more up to 3,000 sq. ft. Read the Testimonials on their website. \$50 off thru October 31. 224 Elmer St., 908-232-5723. [www.etpetersen.com](http://www.etpetersen.com)

**Save  
15%**

### **Starlight Cleaners**

15% off incoming dry cleaning (excludes leather, suede & household items).

This coupon may be printed and presented in person or shown on a mobile device. Starlight

Cleaners is owned & operated by the Novello Family since 1977. 274 North Ave. E.,  
908.232.7332. [www.facebook.com/StarlightCleaners](http://www.facebook.com/StarlightCleaners)

Offer Expires: 10/31/15

[Forward email](#)



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