

New Jersey bride

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long branch

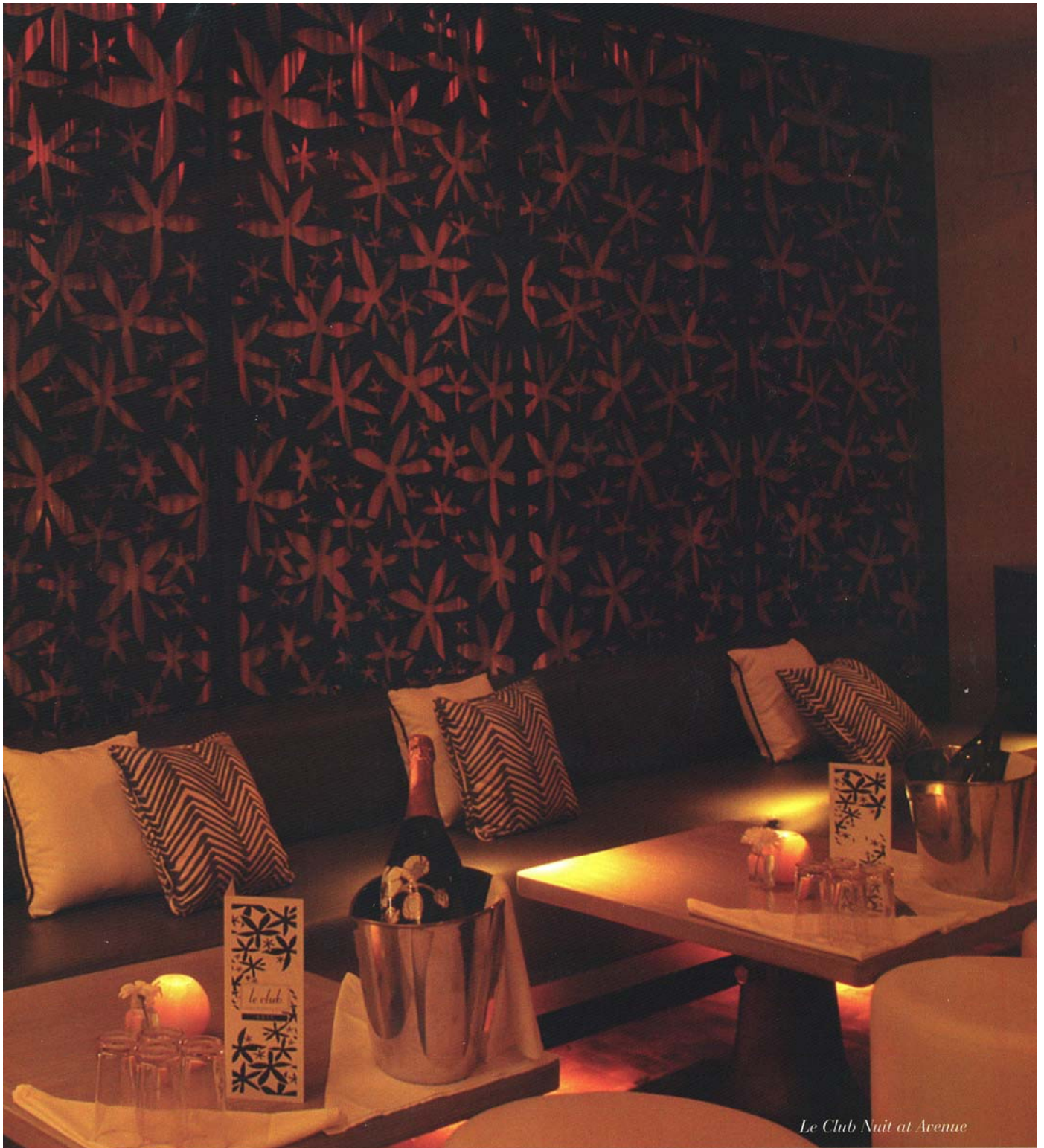
The Shore's hippest spot for tying the knot.

by Gina La Morte

CAHN
COMMUNICATIONS

T 201.876.3100 • F 201.876.3111 • 1401 Washington Street, Suite 300, Hoboken, New Jersey 07030 • www.cahncommunications.com





Le Club Nuit at Avenue

*W*hether you desire an intimate gathering of friends or an all-out family affair, Long Branch is a couple's ultimate Shore destination to plan their dream wedding. Thanks to Pier Village and three cool new restaurants, this beachfront New Jersey town now resembles a hip European resort that offers some really chic places to get married, party, stay, relax, spa, and even shop.





Decadent desserts by chef Kenneth Mansfield of Sirena

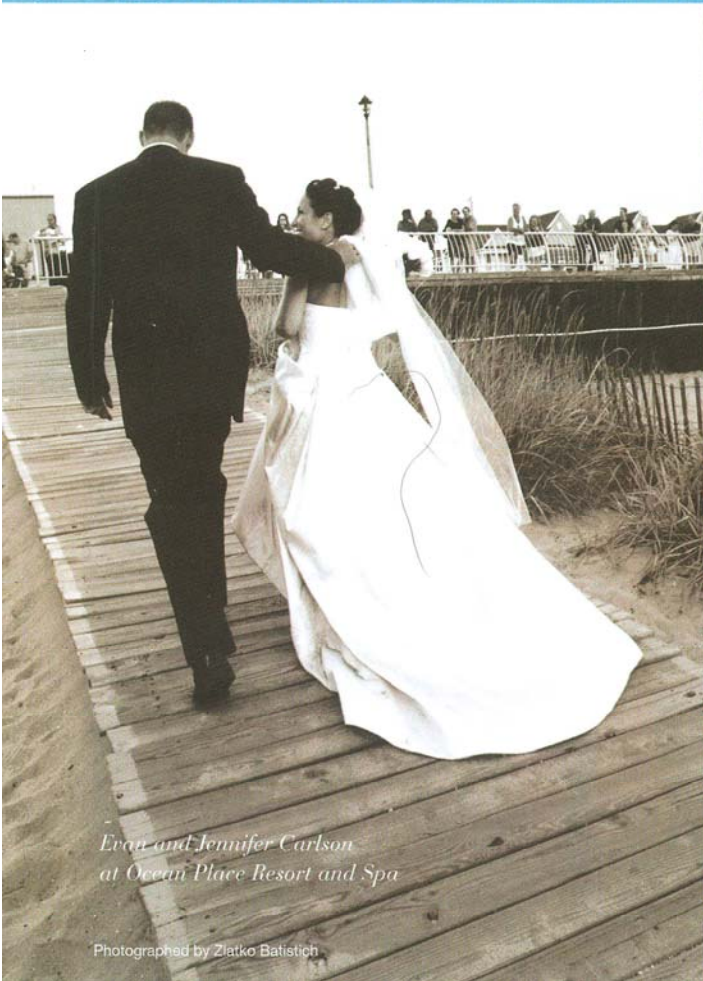
If you're a modern couple with an eye for first-class design, food, and service, then Avenue is the place for you. Designed by London's renowned architect David Collins, Avenue has been described as a modern mix of a Parisian brasserie and the beaches of St. Tropez, literally sitting on the Atlantic. Aside from its incredible modern design, the coolest thing about Avenue is that they can customize a wedding around you—in a few different ways. According to manager Thierry Carrier, Avenue is more than happy to accommodate the bride and groom, and they had that idea in mind when creating the private club. "We have this huge beach area where you can get married, followed by a reception where we can cook outside, have a deejay for dancing, lounge on the beds, have open bars, and cocktail waitresses with passed hors d'oeuvres—we can do whatever you want," says Carrier. Another awesome alternative is to gather guests up on the rooftop pool with private dining in Le Club. This extraordinary space offers panoramic ocean views, a full bar, fireplace, dining tables, deejay, and more. Not only do you get delicious French-inspired food and a chic place to hang out, but service is at the top of Carrier's list. "I was born in France," he says. "My family owned restaurants there, and I was surrounded by people who had a passion for food with uncompromising service. At Avenue, we trained our staff for over a month and a half because we want people to receive the best service, the best food, in the best atmosphere." Avenue can hold up to 250 people, and prices start at \$85 per person. www.pierivillage.com · www.leclubavenue.com

For more traditional couples, there's McLoone's Pier House. Think classic American food paired with sumptuous seafood such as jumbo crab cakes with spicy remoulade or twin lobster tails. Aside from ocean views, white glove service, and wedding cake, McLoone's offers a complimentary room for the bride and groom at Ocean Place Resort and Spa, located across the boardwalk. They can also provide over-the-top requests such as a fireworks display or sand sculptures. Their oceanfront ballroom can hold up to 300, with prices starting at \$110. Another hot spot—the perfect pick for your rehearsal dinner—is Sirena Ristorante. A destination for the discriminating foodie, Sirena is an Italian restaurant owned by brothers Michael and Joseph Cetrulo, along with chef Kenneth Mansfield. The Cetrulo brothers own eight restaurants, including their star Scalini Fedeli in Chatham (hailed as "the best Italian food in the state," according to *The New York Times*). At Sirena, not only do you get floor-to-ceiling ocean views and elegant décor that includes a gorgeous bar and grand stone fireplace, but thanks to Mansfield, one of the hot chefs of the moment, you also get mouth-watering dishes like porcini ravioli in truffle cream and decadent desserts worthy of that extra bite. Sirena can also arrange a special menu for you and your family, and depending on the size of the party they can make your event entirely private. www.mcloones.com · www.sirenaristorante.com
www.oceanplaceresort.com





Rooftop pool at Le Club Avenue



*Evan and Jennifer Carlson
at Ocean Place Resort and Spa*

Photographed by Zlatko Batistich



Avenue's private beachfront with pinstripe umbrellas and comfy beds to lounge on