

New Jersey

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Pier Village These 320 Long Branch luxury apartments and more than 30 shops and restaurants up the ante for sophistication and decadence at the Shore. “We saw an opportunity to do something really creative, really vibrant,” says Dave Barry, president of Applied Companies, the driving force behind Pier Village. The most extravagant component is Le Club—by day a luxe Mediterranean-style beach club, by night (Thursday through Saturday) one of the trendiest nightclubs on the Shore. P ponying up a \$5,000 annual fee gets you a cabana with flat screen TV, nice furnishings, rooftop pool and sun deck overlooking the Atlantic, towel service, spa services, and food and beverage service on the beach. Le Club’s tony restaurant, Avenue, is open to the public. Pier Village is not just for those with deep pockets. Free outdoor concerts by local bands take place every Thursday evening starting June 21. Every other Wednesday is “Movies Under the Stars” night. If nothing else, take a walk through Pier Village—it’s worth seeing. Pievillage.com.—JB

