

Folks who've lived in Birmingham for a long time may remember Jinx in Birmingham's Five Points South commercial district. Its eclectic atmosphere made it one of the shopping district's most popular stores.



Well its owner, Chatham Hellmers, has decided to open a store in one of the city's trendiest new spots - 2nd Avenue North between 23rd and 24th Streets downtown ([2329 2nd Avenue North](#) to be exact). The new venture, called Charm ([here's the fan page on Facebook](#)), opened this morning. She's hoping that some of you will stop by this evening for a minute to say hello and to check out the charms and other pieces available for purchase. There may also be a finger food or two and maybe even a keg. Its supposed to be going on for a while...