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Odgen welcomes 9,000 s/f Charming Charlie to Patriot Place

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Charming Charlie, a Houston-based women's fashion retailer that specializes in a broad selection of fun and affordable accessories, has opened its first Massachusetts location at Patriot Place.

The fast-growing chain, which has 100 locations primarily in the South and Midwest, was named the "Hot Retailer of 2010" by the International Council of Shopping Centers (ICSC). The 9,000 s/f store, located in Patriot Place's North Marketplace, is Charming Charlie's entrance into the Northeast.

"We are very excited to be opening at Patriot Place," said Patty Fadhouli, director of marketing for Charming Charlie. "We've received so many requests from Charming Charlie fans for a store in Massachusetts and we're very happy to be able to satisfy that request."

Charming Charlie helps women pull together unique looks through key finishing touches like jewelry, handbags, scarves and belts. The scope of the store, with thousands of accessories arranged by color, ensures that shoppers will find the perfect complement to any outfit in a single trip.

"Charming Charlie is a fantastic addition to Patriot Place," said Stacey Ogden, director of marketing for Patriot Place. "Women of all ages are going to love the variety and volume of accessories. We're incredibly excited that Charming Charlie chose to introduce itself to the area with this very large and impressive boutique."

Patriot Place and Charming Charlie hosted a grand opening from April 15-17, featuring deals, appearances and prizes that included tickets to see Taylor Swift at Gillette Stadium, a Patriot Place Prom Package and a Girls Night Out at Patriot Place.

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