CLAIMS:

1. An elastic bracelet charm connector comprising:

a resilient wire loop formed from a length of wire of predetermined diameter, the wire loop having a predetermined wire loop diameter and circumference, the wire loop having a helical turn such that the ends of the length of wire overlap by an amount from between 15% to 40% of the wire loop circumference; and

a wire loop gap intermediate the wire overlap, the wire loop gap being configured to receive a charm bracelet elastic therethrough.

2. The elastic bracelet charm connector according to claim 1 wherein the resilient wire is a metal or metal alloy.

3. The elastic bracelet charm connector according to claim 1 or 2 wherein the resilient wire has a cross-sectional shape that is circular, elliptical or polygonal.

4. The elastic bracelet charm connector according to any one of claims 1 to 3 wherein the resilient wire loop is circular, elliptical, triangular or polygonal.

5. The elastic bracelet charm connector according to any one of claims 1 to 4 wherein the ends of the length of wire overlap by an amount from between 20% to 35%.

6. The elastic bracelet charm connector according to any one of claims 1 to 5 wherein the wire loop gap has a dimension that is 50% or less than the diameter of the resilient wire forming the loop.

7. The elastic bracelet charm connector according to any one of claims 1 to 6 wherein the wire loop diameter is between 3-10 times the diameter of the resilient wire forming the loop.

8. The elastic bracelet charm connector according to any one of claims 1 to 7 further including a rigid closed loop fixedly attached to the wire loop.