



# TREASURE TROVE

ADAM BRADY'S THOUGHTFULLY CURATED HEATHCOTE GENERAL TRADER ENCOURAGES SLOW LIVING AND QUIET CONTEMPLATION.

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99

Adam Brady balances his love of floristry, interiors and art at the General Trader in Heathcote, Vic. **FACING PAGE** "My store is like a still life, or a storybook, where it tells a story and nothing is rushed," says Adam.

## REGIONAL SHOPPING *Heathcote Vic*

ADAM BRADY WASN'T ALWAYS KEEN ON living in the country, but he had often dreamed of owning a shop. "I've always wanted my own store, but I knew that it was pretty much never going to happen," says Adam. Or so he thought. The idea of moving to the country took a little longer to germinate. "My husband and I had gone from living in an apartment to a house in Melbourne," he recalls. "We really enjoyed the fact that we could do some gardening and enjoy the outdoors a bit more, but we could never afford to buy that in the city. So, I said, 'Let's move to the country' on a whim." That whim eventually became a reality, and the couple settled near Heathcote, a small town in Central Victoria (see our November 2025 issue to step inside their home).

Adam's long-held shopkeeping dream finally came to life in September 2024 when the Heathcote General Trader opened its doors. "Originally, I was working at another store in town. I loved working there, but the owners were retiring," says Adam, 44. "Then somebody offered me this space, and I thought, 'I'm going to do it, I'm going to take a risk.'"

What initially felt like a leap of faith has become a natural hub for Adam's multifaceted creativity. "Before opening this store a year ago, I worked across floristry and interiors, with photography on the side, but this shop gave me the perfect opportunity to bring together my skills and passions in one place," he explains.

A wellspring of hand-picked, locally made ceramics, stoneware and textiles, whimsical trinkets and natural cleaning products, Adam's shop is a popular destination with tourists from near and far. "I'm on a main highway in a major wine region, so as a destination shop, it's great for tourists and people passing through," says Adam. "I even get people coming all the way from Melbourne just to visit the shop – that means a lot to me."

More than just a country homewares store, Adam's curatorial eye and his ability to create atmosphere are what sets Heathcote General Trader apart. "We're in an historic

building, so people feel nostalgic as soon as they walk in; it's moody, thoughtful, and filled with quiet and cosy details," says Adam. "Generally, people don't come just to buy – they come to pause and connect, and be inspired."

An erstwhile gold-rush town, known more recently for its world-class shiraz, Heathcote's rolling hills and patchwork of farmland make it the ideal place to unwind and enjoy a more relaxed tempo. "I try to encourage something I call slow shopping, where people can slow down and take it all in," says Adam, who has personally discovered the joy of decelerating since moving to the country. "Living here feels like breathing out; it's the landscape, the pace, the light, the slower rhythm."

Not that enjoying a slower, more contemplative rhythm means Adam is any less focused professionally; in fact, he's busier than ever ferreting out unique local products, styling displays, taking photos and chatting to customers. "It's more than a full-time job," he admits. "I do everything from the sourcing of products to the visual styling, but there's a strong sense of community here, so I'm incredibly grateful to contribute something meaningful to the town."

After a successful first year in business, Adam will continue to showcase local artisans, encourage sustainable design and promote slow living with a series of new launches in the coming months. "I like to think of my store as a kind of evolving artwork; it's part gallery, part store, part atelier," he says. "I'm continuing to build my own collection of art-based products, which will include a new range of prints and textile homewares. I'm also adding a clothing range, focusing on natural textiles."

On top of these new products, Adam is excited to organise a series of seasonal installations and collaborations with local artists and creatives that will "explore the intersection between shopkeeping and storytelling". *CS*  
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**CLOCKWISE, FROM LEFT** "My shop reflects values of slow living and sustainability," says Adam; "Every product is hand-picked by me with an emphasis on quality, character and ethical production," he adds; Adam champions goods by small makers; chic crockery items; Adam creates stylish displays; customers can browse the home goods, textiles, stoneware, ceramics and more; quality candles. **FACING PAGE** "I moved here six years ago with my husband from Melbourne," says Adam. "We live south of Heathcote in the hamlet of Tooborac."

