



RIGHT: The Good Store owner Marshall Martin.

# The good news

A Victoria Park homewares shop is chock full of eclectic, innovative and supremely useful offerings. WORDS JESS RUIZ PHOTOGRAPHS FLORENCE ALLAIN



Handbag holders.

Former ABC broadcaster Marshall Martin combined a desire to start his own business with the most valuable lesson he has learned in life – that people are interesting.

He's expressed this philosophy passionately in his new Victoria Park shop, The Good Store. Here, don't be surprised if you're offered a cup of tea or coffee, some yummy pastries and greeted with a smile by Marshall himself. The Good Store opened in August 2006 and, as its name implies, sells good, and useful products. Here you will find it all – that is, as long as it's practical, pleasurable and will last ages. Marshall thought the Albany Highway, Victoria Park, location would be perfect; it's central and without parking problems.

There's a huge amount of homewares and gifts on display but the big space accommodates it all, so you won't be knocking anything over. The decor is modern and simple with white and red walls, The Good Store's signature colours. Not surprisingly, thanks to his investigative experience at the ABC, Marshall researches his product range and knows every little detail about every item he stocks.

Take the Yoropen pen for left-handers, for example. Marshall explains how the award-winning implement was invented by a Taiwanese man who wanted to make a pen that was easy for his child to grasp. The result? An oddly shaped pen that doesn't smudge, and that allows the writer to see what's being written.

The Good Store is not your typical, frilly homewares store. There's a stack of outdoor and gardening supplies, including Estwing hammers and Vessel lanterns. The rechargeable outdoor lanterns are super handy for outdoor entertaining and stay lit for about six to eight hours when fully charged. For the person who has it all, Marshall suggests an entertaining gift idea, Lunastix. These juggling sticks will have the receiver entertained for hours, as there are heaps of tricks to learn.

The Good Store also stocks an assortment of well-known brands: elite Italian kitchen label Alessi, Japanese knives by Global, Crocs shoes and a good range of Mondaine watches and clocks. ■

The Good Store: Shop 2, 363-367 Albany Hwy, Victoria Park. Open: Seven days a week, 10am-5.30pm. (08) 9361 8271. [thegoodstore.com.au](http://thegoodstore.com.au)