

A HAMILTON PAGAN RETAIL CRAWL: YULE BE GLAD WE DID

With more than a dozen retailers catering to pagan practitioners, Hamilton is experiencing a witchcraft boom.

By Erika Hart and Lyla Miklos
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We remember when the only pagan retailer in Hamilton was the now-defunct Ways to Wisdom on Barton Street East.

After attending Hamilton's Pagan Pride Festival at Gage Park this September, we were delighted to discover just how many new businesses have opened up throughout the city that cater to the pagans, witches, new agers or occultists on your gift-giving list.

The pagan celebration of Winter Solstice or Yule takes place on Thursday, Dec. 21. On this day, pagans mark the longest night of the year and welcome the return of the sun. Many

Christmas traditions, from mistletoe to boughs of holly to decorating trees, are rooted in this seasonal festival. Yule gifts symbolize hope for the future, and the Yule log marks the triumph of light over darkness.

While there is some crossover in the businesses' offerings — everyone has crystals and tarot cards, for instance — each of Hamilton's pagan retailers has a distinct personality. There's something for everyone. Whether you're a beginner, a dabbler, or a consecrate to a specific tradition, you can find what you need.



ATMOSPHERE BY WHITE FLAME

1224 Stone Church Rd. E., Hamilton

<https://whiteflamecompany.com>

Located by the Nebo Road Industrial Park on the Hamilton Mountain, Atmosphere by White Flame has gotten itself settled into its new home after outgrowing its old space next to Zarky's. Its specialty is homemade candles made on site. It also has a wide selection of crystals, porcelain statues and collectibles from a wide variety of faith traditions.



HOOKED ON HOLISTICS

2-147 Hamilton Regional Rd., Stoney Creek
<https://www.hookedonholistics.com>

Tucked away in a little strip mall in Stoney Creek at the corner of Grays Road and Highway 8, Hooked on Holistics houses a delightful treasure trove of unique pagan merchandise that we didn't see anywhere else in town. Tibetan singing bowls, wooden musical instruments, gorgeous carvings and more line its shelves.



JUST THE ESSENTIALS

532 1/2 Concession St., Hamilton
<https://justtheessentials.ca>

Just The Essentials is a cosy pan-spiritual store located along the Concession Street retail strip on the Hamilton Mountain. Along with a wide variety of semi-precious stones and incense it also carries items from pagan, Buddhist, Christian, Hindu and Indigenous faith traditions.



MOONCRAFT MARKET

142 James St. N., Hamilton

<https://www.mooncraftmarket.ca>

An eclectic maker's market on James Street North, Mooncraft Market has a funky mix of queer, pagan and alternative artisans whose works are showcased throughout the store. You can find everything from crystals, books of shadows and jewelry to ornate clay skulls to use in your next ritual. An excellent source for gifting, for the pagan and non-pagan alike.



MYSTIC MOJO

550 Fennell Ave. E., Hamilton

<https://www.mysticmojocanada.com>

Located on the Hamilton Mountain near Value Village, Mystic Mojo offers a beautiful array of products that include oracle decks, jewelry, goddess statues and more. It also offers services on-site, from reiki to guided meditation to psychic readings.

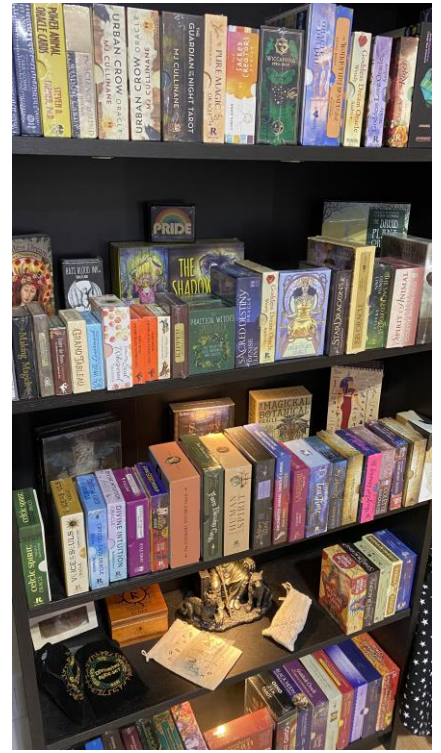


OBSKURAH BAZAAR

116 Ottawa St. N., Hamilton

<https://www.obskurahbazaar.com>

While most of the stores we visited were great for beginners, Obskurah Bazaar was the definitive store in town for advanced practitioners to find ritual supplies for a variety of traditions. Jars line the shelves, filled with everything from Osha Root to Wolf Berry, along with a wide array of essential oils, powders and tinctures. It also has the most impressive collection of tarot decks in the city. It regularly hosts events and workshops, along with readings and consultations.



PHOENIX EMPORIUM

133 James St. N., Hamilton

<https://phoenixemporium.ca>

Phoenix Emporium moved from King Street East to James Street North at the beginning of the month. It brought with it a varied selection of jewelry, crystals, candles, tarot and other divination sets, as well as pins, shirts and bags emblazoned with witchy wit.





SACRED REALM

25 Rymal Rd. W., Hamilton
<https://www.sacredrealms.ca>

Crystals and stones, rough, polished, and carved (does your altar need a Pokemon or Grogu?) make up the bulk of Sacred Realm's offerings, including a large selection of bracelets and other jewelry. Not sure what to get? Sacred Realm has beautifully-packaged gift sets.



SIMPLY ZEN

183 Ottawa St. N., Hamilton
<https://simplyzen.ca>

Simply Zen is a treasure trove of holistic and new age products. You will find clothes, tarot cards, essential oils and aromatherapy goods, yoga bolsters, plants, coffee and tea, as well as beauty and personal care products. A great place to find stocking stuffers for the witchy-inclined.





THE SMALL MEDIUM AT LARGE

48 Parkdale Ave. N., Hamilton

<https://www.thsmallmediumatlarge.com>

A small shop with a big heart — and a big statue of Ganesha — The Small Medium at Large has an impressive collection of crystal towers, as well as spell kits, divination tools and ritual supply. They also offer psychic mediumship readings, Reiki, past life regressions, energy and house clearings as well as life coaching.



THE WITCH'S FIX

78 George St., Hamilton

<https://www.thewitchsfix.com>

One of the few retail establishments in Hess Village, The Witch's Fix is a pretty little shop, well-appointed with crystals, tarot cards, candles, jewelry, books, and items of pagany-décor. An excellent spot to purchase gifts or something to brighten your own home or altar space. It offers its space for rent for parties and regularly host events, workshops and readings.



HONOURABLE MENTIONS:



CABINET OF CURIOSITIES

341 Ottawa St. N., Hamilton

<https://cabinetofcuriosities.ca>

Not for the faint of heart, this self-described retail gallery is (s)hock full of weird and unusual objets d'art, heavy on taxidermied animals and jar-preserved specimens. The pagan connection? Jewelry, art, bones and stones that may appeal to a certain witchy aesthetic.

THE DRAGON'S LAIR UNLEASHED

298 Ottawa St. N., Hamilton

<https://www.dragonslairunleashed.com>

More pop-culture than pagan-specific, The Dragon's Lair Unleashed boasts a staggering array of art and collectibles, including dragons, fairies, skulls, swords, gargoyles and much more to appeal to the collector, pagan or otherwise.



Now you can dive into the Yuletide and not "gift up" when it comes to finding the perfect presents for your pagan pals. On this Winter Solstice we offer this Yule blessing: "Let there be new light, let there be new hopes, let this be a season of love and warmth."



Erika Hart is a lifelong pagan and self-identified witch, who spent far too much money while visiting Hamilton's plethora of pagany stores.

Lyla Miklos is an ex-Jehovah's Witness, baptized Catholic, Star Trek Humanist and Solitary Pagan Practitioner who hangs out with Unitarians. She only bought two tarot decks while on her pagan store adventures.

Photo Credits: Lyla Miklos and Erika Hart

Correction: This story was updated on Dec 21, 2023 to include services offered at The Small Medium at Large.

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