

NEW FOR 2023



NOW REPRESENTING

THE CHICAGOLAND GROWS® PLANT COLLECTION

Chicagoland Grows® is a plant breeding and introduction partnership between the Chicago Botanic Garden and the Morton Arboretum in the midwest. These hardy, novel plants will now be marketed and licensed by Plants Nouveau.



AMSONIA 'VERDANT VENTURE'



PHLOX 'STRAWBERRIES AND CREAM'



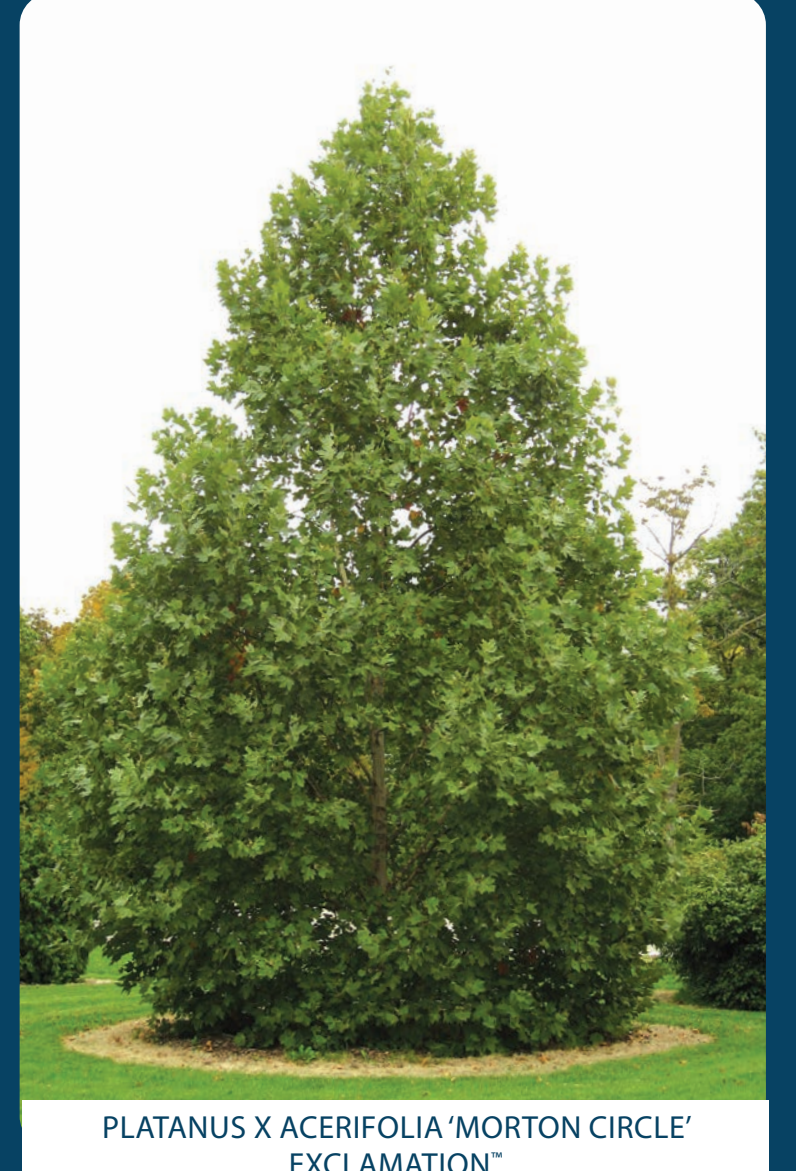
BAPTISIA 'SPILLED BUTTERMILK'



VERNONIA 'SUMMER'S END'



GYMNOCLADUS DIOICUS 'MORTON' SKINNY LATTE™



PLATANUS X ACERIFOLIA 'MORTON CIRCLE' EXCLAMATION™

DIERVILLA

DIERVILLA X 'BOKOFIRE' PPAF 'FIREFLY'™

This new introduction from the Bloomin' Easy Program is so versatile, that you will want to plant several in your garden! Firefly's bright gold and orange foliage contrasts vibrantly against darker leaved plants. Electric yellow flowers appear in late spring to really spark things up. And because it's easy to grow, you'll have more time to relax around the fire pit with friends.



- Size: 3' tall x 4' wide
- Sun/Shade: Partial to full sun
- USDA Zones: 4-8
- Bloom Time: Spring to summer

SYMPHORICARPOS

- Fruit Time: August through winter
- Sun/Shade: Full sun to part shade
- USDA Zones: 4-8
- Bloom Time: Spring to summer



SYMPHORICARPOS 'KOLMAMOGO' PPAF 'SYMPHONY' PINK

Masses of bright pink berries begin to form in late summer, creating clusters up and down every stem. As leaves fall, bare stems give way to an explosion of brilliant color. Symphony™ Pink is more compact and easily managed.



SYMPHORICARPOS 'KOLMASYWHI' PPAF 'SYMPHONY' WHITE

Ideal for small spaces, this compact snowberry will add late summer/ early fall interest to any garden setting. White, pearl-like berries form on delicately arching stems, forming a graceful look when planted in groups of 3 or 5.



For more info visit www.PlantsNouveau.com, scan QR code, or email Info@PlantsNouveau.com



WHAT DO WE DO?

BY LICENSING
Growers from all over the world grow the plants we represent and pay a royalty to us, which is shared with the breeder. It's like the music industry. Each time a song gets played, the musician gets paid a royalty. It's the same system for plant breeders.

THROUGH MARKETING
On point, on-trend, and clever. We want our plants to stand out as something breeders' rights to protect the inventor. Finally, we license growers and collect royalties for the breeder.

HOW DOES IT WORK?
We find the plants — or the plants find us. We cooperate with trial sites worldwide. Once the plant passes our evaluation process, we file for plant patents and plant breeders' rights to protect the inventor. Finally, we license growers and collect royalties for the breeder.

growers, designers, and even the inexperienced gardener desire. We engage consumers, designers, and growers to create demand.

WHO ARE WE?

WE ARE A COMPANY BUILT & RUN BY PASSIONATE PLANTSWOMEN.

WE HELP BRING NEW GARDEN PLANTS FROM AROUND THE WORLD TO YOUR LOCAL RETAILER.



ROSES

Seaside Swirl™ Rugosa Roses are known for their incredible hardiness and can be relied upon to provide color and interest in harsh landscapes where dry soils, strong winds, and salt spray prevails. In late spring captivating flowers pull you in with their musky aroma and continue to bloom in profusion through summer. As the flowers fade, orange-red hips form, adding yet another element of surprise. Extremely disease resistant — especially when grown in full sun — these Roses will keep pollinators busy, attracting insects, butterflies, and birds through their long season of flower.

- Size: 3' tall x 3' wide
- USDA Zones: 3-8
- Sun/Shade: Full sun
- Soil: Average garden soil
- Bloom Time: Mid-spring to fall



ROSA RUGOSA
'RUIRJ0078A' PPAF
SEASIDE SWIRL™
PINK

More compact than a typical rugosa, soft, crepe paper pink flowers are brightened by yellow stamens and silvery green leaves.



ROSA RUGOSA
'RUIRJ0110A' PPAF
SEASIDE SWIRL™
RED

Lipstick-red flowers on a tougher than tough rose, Seaside Swirl™ Red is a compact variety with dark-green, crinkled leaves that serve as a lovely backdrop for its single red flowers.



ROSA RUGOSA
'BORUIWHIVA' PPAF
SEASIDE SWIRL™
BLUSH

Soft, blush-pink flowers of Seaside Swirl™ Blush are certain to draw you in. A compact variety with a soft, cottagey feel.

HYDRANGEAS

HYDRANGEA MACROPHYLLA
'HOKOMAGRITO' PPAF
GRIN AND TONIC™

Reminiscent of a favorite summertime drink, this hydrangea is bright and lively. Blooms emerge lime green and age to a refreshing bright white, a thirst-quenching contrast no doubt. Plant Grin and Tonic in your favorite patio container or near an outdoor summer sitting area for months of enjoyment. A new introduction offered through the Bloomin' Easy® brand.



- For all macrophyllas
- Size: 3' tall x 3' wide
- USDA Zones: 5-9
- Sun/Shade: Part sun, prefers afternoon shade
- Bloom Time: Spring



HYDRANGEA MACROPHYLLA
'HOKOMAROUGE' PPAF
MAGICAL™ MOULIN ROUGE

Thoughts of splendor and romance are sure to ignite your senses when Moulin Rouge begins to bloom. An electrifying, red hydrangea with rounded blooms and strong, upright stems, this variety will brighten up your patio in late spring and summer. If you're working on a garden setting, plant in groups of 5 or 7 to get the most out of its magnificent performance. With a little imagination, you might find yourself on a chorus line, singing "Yes, we can can..." while enjoying your garden! Flowers on old and new wood.



HYDRANGEA MACROPHYLLA
'HOKOMAVERDE' PPAF
MAGICAL™ VERDIGRIS

With a unique color combination of white with hints of apple green, Verdigris has an underlying feeling of style and grace. A strong grower, with remarkable flower power and repeat blooms, it will make a lovely choice for an urban garden setting, while doubling as the perfect cut flower for weddings and other special events. Flowers on old and new wood.



Size: 3-4' tall x 3-4' wide

HYDRANGEA PANICULATA
'BOKOMAH0' PPAF
MAGICAL™ LEMON SPARKLE

Just wait until you see the way the light reflects off the flowers of this fabulous new hydrangea! Lemon Sparkle begins blooming mid-summer with dense flower clusters, shaped like raindrops: fat at the bottom and pointed at the top. They start out lemon-yellow and mature to creamy white. A compact grower, this hydrangea is ideal for smaller spaces, or can be planted in groupings for a stellar display.



Size: 5-6' tall x 5' wide

HYDRANGEA PANICULATA
'BOKRALIMS' PP 30098
MAGICAL™ LIME SPARKLE

Lime Sparkle is making quite a debut in the world of panicle hydrangeas. Beginning in summer and extending into fall, chartreuse colored, lacy blooms, stand tall yet graceful, with flowers aging to a soft rosy-pink and green closer to fall. Where there is space, plant in groups of 3-5 to make a dramatic impression.



Size: 2' tall x 3' wide

HYDRANGEA MACROPHYLLA
'HOKOPINELL' PPAF
MAGICAL™ CABARET

Cabaret has "all the things" going for it. A well-branched, compact grower, you will easily find 12-15 blooms on a 6" plant. Rounded pink or blue flowers, (depending on the soil) bloom on new wood, making it an excellent garden variety. A repeat bloomer, Cabaret is a hydrangea that commands an audience. Flowers on new wood.

- For all paniculatas
- Soil: Averaged garden soil
- USDA Zones: 3-9
- Sun/Shade: Sun
- Bloom Time: Mid-summer

BEGONIAS

BEGONIA LUNAR LIGHTS™ SERIES

If you're looking for something special to illuminate your garden spaces with color and texture, our **Lunar Lights™** Series of Begonias is guaranteed to please. Large, palmate-shaped leaves in a wide array of patterns will become placeholders in warmer climates from the Carolinas to the Gulf Coast and all along the West Coast.

- Size: 24-30" tall by 24-30" wide
- USDA Zones: 7-9
- Sun/Shade: Part shade
- Bloom Time: Spring and fall



BEGONIA LUNAR LIGHTS™ 'STERLING MOON' PP 33164

The first in this new series, Sterling Moon's puckered, forest-green leaves are frosted with silver and mint-green flecking. Salmon-pink flowers play nicely with young leaves, which are highlighted with a touch of pink.



BEGONIA LUNAR LIGHTS™
'DARK SIDE OF THE MOON' PPAF

The darkest in the series, Dark Side of the Moon forms round clumps of black-green leaves with maroon undersides. Bold foliage provides a perfect backdrop for red flowers, adding another element of surprise in spring and fall.



BEGONIA LUNAR LIGHTS™
'HARVEST MOON' PPAF

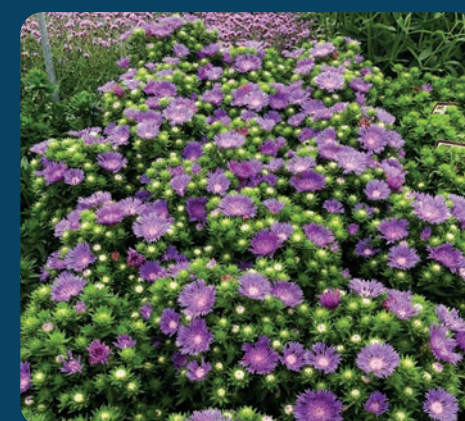
Rust-green leaves form large clumps and appear to be backlit by a warm glow of orange-red undersides. A stunning Begonia, Harvest Moon is the perfect choice for fall containers, as it contrasts nicely with darker foliage plants.

PERENNIALS

ANEMONE 'FP007' PP33416
FRILLY KNICKERS™

Anemone Frilly Knickers is the one we have been waiting for! Many new anemones have come onto the market promising double white, bi-color flowers on a vigorous, clump-forming plant, but so many have been a disappointment. Leave it to British gardening guru, Rosemary Hardy, to find one who is actually perfect and quite tough. Semi-double white flowers with the most adorably ruffled edges unfurl to reveal a surprise on their backside — a periwinkle lavender back and dark stems.

- Size: 18-20" tall by 18" wide
- USDA Zones: 5-9
- Sun/Shade: Full sun to part shade
- Bloom Time: Summer



STOKESIA LAEVIS 'MINI MELS' PPAF

Mels Blue is a lovely, upward-facing Stoke's Aster with the deepest periwinkle blue flowers. Along comes Mini Mels, with its smaller size, plentiful flowers, and compact, tight habit that is so perfect for containers at retail, in porch and patio pots, and in smaller spaces, where you'd love to have a Stoke's aster, but don't have the room.

- Size: 10-12" tall by 12-15" wide
- USDA Zones: 5-10
- Sun/Shade: Full sun
- Bloom Time: Summer

DIGITALIS XVALENII 'FIREBIRD' PPAF

A reblooming foxglove in the most glorious peach melba color scheme that needs no pinching to make new flowers. Deep green, super glossy foliage makes the perfect backdrop for all summer blooming flower spikes. Fantastic garden performance and continuous flowers sets this variety apart from others on the market.



- Size: 24-30" tall by 20-24" wide
- USDA Zones: 7-9
- Sun/Shade: Full sun
- Bloom Time: Summer



LAGERSTROEMIAS

BARISTA® SERIES OF LAGERSTROEMIAS

Coming to us from the brilliant breeders at Waters Gardens in Michigan, this new line of compact, zone 5 hardy crapemyrtles have lovely, dark leaves and brightly colored flowers that bloom in late summer.



LAGERSTROEMIA BARISTA® 'BREW HA HA' PP31206

Huge, vibrant bubblegum pink flowers bloom against very dark, blue-green leaves on a super tight, compact plant. When it's in bloom in late summer, the contrast between the bright flowers and the foliage is stunning.

Size: 24-30" tall by 24-30" wide



LAGERSTROEMIA BARISTA® 'BUBBLE TEA' PP29509

Attractive, semi-glossy, medium green foliage gives a show all spring and summer on a compact, tightly rounded plant. In late summer, flower buds bubble up to the top unfurling to enormous, bright lilac purple flower clusters. Green seed pods follow the flowering performance.

Size: 30-36" tall by 36-42" wide



LAGERSTROEMIA BARISTA® 'COOL BEANS' PP29940

Cool Beans is a superb foliage plant with dark olive-green leaves covering its relatively short, rounded habit. In late summer when the rest of the garden may be getting tired, cool salmon pink flowers burst forth from rosy-red buds on dark rosy-red stems, covering the plant in color.

Size: 30-36" tall by 30-36" wide



LAGERSTROEMIA BARISTA® 'SPICED PLUM' PP29478

Possibly the most exciting color in the collection, Spiced Plum impresses with raspberry purple flowers produced alongside rosy-red flower buds. The dark red stems also hold deep green leaves with heavy olive highlights, forming a compact, rounded habit as stellar as the flowers.

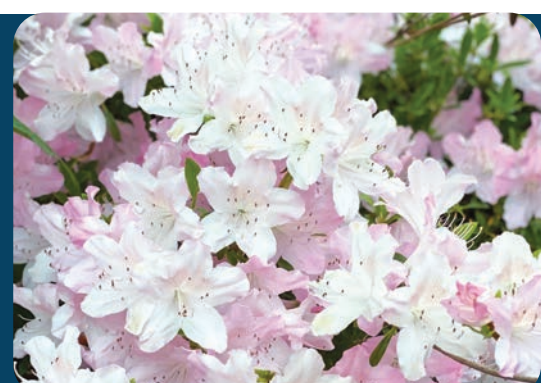
Size: 24-30" tall by 24-30" wide

AZELEAS

CHALET® AZALEAS

Selected from a batch of seedling crosses made and shared by famed nurseryman Tom Dodd in Semmes, AL during the late 1990s, these xpoukhanense hybrids were trialed and finally selected by Chalet® Nursery in Illinois for their extreme hardiness, reliable flower power and wider range of flower colors.

- Size: 4-5' tall x 4-5' wide
- USDA Zones: 5-9
- Sun/Shade: Full to Part sun — prefers afternoon shade in the south
- Bloom Time: Spring



AZALEA XPOUKHANENSE
CHALET® 'FROST'

Is it pink? Is it white? It depends on the light. The flowers on Frost are quite iridescent and can change often.



AZALEA XPOUKHANENSE
CHALET® 'GLOWING PINK'

The pinkest in the Chalet® series, Glowing Pink is quite the attention grabber. Bright pink flowers are accented with raspberry-colored spots in the throat, the makings of a stunning contrast.



AZALEA XPOUKHANENSE
CHALET® 'ORCHID'

Soft, baby-blush-pink flowers with contrasting raspberry-red spots in the throat create a stunning contrast, while still adding a calming effect to any setting.



AZALEA XPOUKHANENSE
CHALET® 'PLUM'

The darkest color in the Chalet® series, Plum is favored among many due to its dark, plum-colored flowers. Darker spotting in the throat gives this variety more dimension and an overall purple hue.