

# Lakeshore Garden Centres

4102 - 11th St. West  
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## Purple Cestrum



### Purple Cestrum

*Cestrum elegans*

Height: 10 feet

Spread: 10 feet

Sunlight:

Hardiness Zone: (annual)

Other Names: Red Cestrum, Jessamine

#### Description:

This stunning climbing shrub produces showy masses of red to violet tubular flowers over a long period followed by interesting red berries; plant in sheltered area of the garden or along borders; may re-sprout from roots after a hard freeze;

#### Ornamental Features

Purple Cestrum features showy clusters of red tubular flowers with violet overtones at the ends of the branches from mid spring to early fall. Its pointy leaves emerge green in spring, turning bluish-green in colour the rest of the year. It produces red berries from late summer to mid fall.

#### Landscape Attributes

Purple Cestrum is a dense multi-stemmed annual with a shapely form and gracefully arching foliage. Its medium texture blends into the garden, but can always be balanced by a couple of finer or coarser plants for an effective composition.

This is a relatively low maintenance plant, and usually looks its best without pruning, although it will tolerate pruning. It is a good choice for attracting birds, bees and butterflies to your yard. Gardeners should be aware of the following characteristic(s) that may warrant special consideration;

- Invasive

Purple Cestrum is recommended for the following landscape applications;

- Accent
- Mass Planting
- General Garden Use



*Purple Cestrum flowers*  
Photo courtesy of NetPS Plant Finder

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### Planting & Growing

Purple Cestrum will grow to be about 10 feet tall at maturity, with a spread of 10 feet. Although it's not a true annual, this plant can be expected to behave as an annual in our climate if left outdoors over the winter, usually needing replacement the following year. As such, gardeners should take into consideration that it will perform differently than it would in its native habitat.

This plant does best in full sun to partial shade. It is very adaptable to both dry and moist growing conditions, but will not tolerate any standing water. It is not particular as to soil type or pH. It is somewhat tolerant of urban pollution, and will benefit from being planted in a relatively sheltered location. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This species is not originally from North America.