

# Lakeshore Garden Centres

## Violet Jovellana

4102 - 11th St. West  
P.O. Box 2A RR3  
Saskatoon, SK, S7K 3J6  
phone: 306-382-2077

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### Violet Jovellana

*Jovellana violacea*

Height: 4 feet

Spread: 4 feet

Sunlight: ○

Hardiness Zone: 7b

#### Description:

This shrub has unusual bell-shaped flowers; the blooms are lavender with purple spots and a yellow throat; its delicate, cut foliage is fine textured

#### Ornamental Features

Violet Jovellana is covered in stunning lavender bell-shaped flowers with yellow eyes and purple spots at the ends of the branches in mid summer. It has green deciduous foliage. The small lobed leaves do not develop any appreciable fall colour.

#### Landscape Attributes

Violet Jovellana is a multi-stemmed deciduous shrub with a mounded form. Its relatively fine texture sets it apart from other landscape plants with less refined foliage.

This is a relatively low maintenance shrub, and should only be pruned after flowering to avoid removing any of the current season's flowers. It has no significant negative characteristics.

Violet Jovellana is recommended for the following landscape applications;

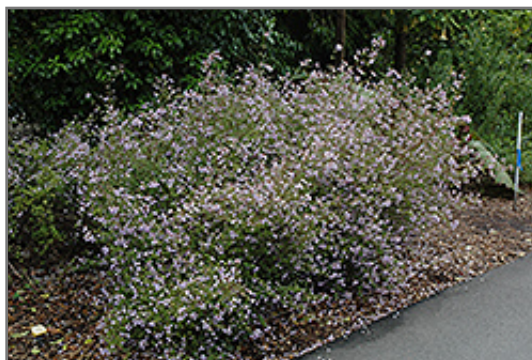
- Mass Planting
- General Garden Use
- Container Planting

#### Planting & Growing

Violet Jovellana will grow to be about 4 feet tall at maturity, with a spread of 4 feet. It tends to fill out right to the ground and therefore doesn't necessarily require facer plants in front. It grows at a medium rate, and under ideal conditions can be expected to live for approximately 20 years.



*Violet Jovellana flowers*  
Photo courtesy of NetPS Plant Finder



*Violet Jovellana in bloom*  
Photo courtesy of NetPS Plant Finder

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This shrub should only be grown in full sunlight. It does best in average to evenly moist conditions, but will not tolerate standing water. It is not particular as to soil type or pH. It is somewhat tolerant of urban pollution. 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.

Violet Jovellana makes a fine choice for the outdoor landscape, but it is also well-suited for use in outdoor pots and containers. Because of its height, it is often used as a 'thriller' in the 'spiller-thriller-filler' container combination; plant it near the center of the pot, surrounded by smaller plants and those that spill over the edges. It is even sizeable enough that it can be grown alone in a suitable container. Note that when grown in a container, it may not perform exactly as indicated on the tag - this is to be expected. Also note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden. Be aware that in our climate, most plants cannot be expected to survive the winter if left in containers outdoors, and this plant is no exception. Contact our experts for more information on how to protect it over the winter months.

This plant is not reliably hardy in our region, and certain restrictions may apply; contact the store for more information.