Eternal Fragrance Daphne

Daphne x transatlantica 'BLAFRA'



Eternal Fragrance Daphne flowers
Photo courtesy of NetPS Plant Finder

Height: 3 feet

Spread: 3 feet

Sunlight: ○ ◐

Hardiness Zone: 5b

Description:

A compact shrub, producing a profusion of light pink and white blooms in clusters, over many months; great for grouping or containers; deciduous in colder climates; needs light shade and well-drained soil; never move once established

Ornamental Features

Eternal Fragrance Daphne has clusters of fragrant white tubular flowers with shell pink throats at the ends of the branches from late spring to early fall. It has dark green evergreen foliage which emerges light green in spring. The narrow leaves remain dark green throughout the winter.



Eternal Fragrance Daphne in bloom
Photo courtesy of NetPS Plant Finder

Landscape Attributes

Eternal Fragrance Daphne is a multi-stemmed evergreen shrub with a mounded form. Its relatively fine texture sets it apart from other landscape plants with less refined foliage.

This shrub will require occasional maintenance and upkeep, and should only be pruned after flowering to avoid removing any of the current season's flowers. Gardeners should be aware of the following characteristic(s) that may warrant special consideration;

- Disease

Eternal Fragrance Daphne is recommended for the following landscape applications;

- Accent
- Mass Planting
- Rock/Alpine Gardens
- General Garden Use
- Container Planting

Retail Locations

Hopkinton
93 East Main Street
Hopkinton, MA 01748
(508) 435-3414

Chelmsford
160 Pine Hill Road
Chelmsford, MA 01824
(978) 349-0055

Hingham
1099 Main Street
Hingham, MA 02043
(781) 749-3773

Wholesale Locations

Hopkinton
40 Frankland Road
Hopkinton, MA 01748
Phone: (508) 293-8028

Middleborough
3 River Street
Middleborough, MA 02346
Phone: (508) 946-1505

Chelmsford
160 Pine Hill Road
Chelmsford, MA 01824
Phone: (978) 349-0055

Hingham
1099 Main Street
Hingham, MA 02043
(781) 749-3773

Planting & Growing

Eternal Fragrance Daphne will grow to be about 3 feet tall at maturity, with a spread of 3 feet. It tends to fill out right to the ground and therefore doesn't necessarily require facer plants in front. It grows at a slow rate, and under ideal conditions can be expected to live for approximately 20 years.

This shrub does best in full sun to partial shade. It prefers dry to average moisture levels with very well-drained soil, and will often die in standing water. To help this plant achive its best flowering performance, periodically apply a flower-boosting fertilizer from early spring through into the active growing season. It is not particular as to soil pH, but grows best in sandy soils. 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 particular variety is an interspecific hybrid, and parts of it are known to be toxic to humans and animals, so care should be exercised in planting it around children and pets.

Eternal Fragrance Daphne 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.