The Flower Bin
Garden Center & Nursery & Gift House

1805 Nelson Road
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Phone: 303-772-3454
www.theflowerbin.net

Empress™ Flair Cherry Charme Verbena - New For 2026!

Verbena 'Empress Flair Cherry Charme'



Empress Flair Cherry Charme Verbena flowers
Photo courtesy of NetPS Plant Finder

Height: 12 inches

Spread: 24 inches

Spacing: 18 inches

Sunlight:

Hardiness Zone: (annual)

Other Names: Vervain

Group/Class: Empress Series

Description:

This outstanding series is quite vigorous and great for filling or spilling; cascading trails are smothered with flowers all summer long; a colorful addition to hanging baskets and containers

Ornamental Features

Empress Flair Cherry Charme Verbena features showy clusters of cherry red star-shaped flowers with white centers at the ends of the stems from late spring to mid fall. The flowers are excellent for cutting. Its tiny tomentose narrow leaves remain green in color throughout the season.

Landscape Attributes

Empress Flair Cherry Charme Verbena is an herbaceous annual with a trailing habit of growth, eventually spilling over the edges of hanging baskets and containers. It brings an extremely fine and delicate texture to the garden composition and should be used to full effect.

This plant will require occasional maintenance and upkeep. Trim off the flower heads after they fade and die to encourage more blooms late into the season. Deer don't particularly care for this plant and will usually leave it alone in favor of tastier treats. It has no significant negative characteristics.

Empress Flair Cherry Charme Verbena is recommended for the following landscape applications;

- Mass Planting
- Border Edging
- General Garden Use
- Container Planting
- Hanging Baskets

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Planting & Growing

Empress Flair Cherry Charme Verbena will grow to be about 12 inches tall at maturity, with a spread of 24 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 18 inches apart. Its foliage tends to remain dense right to the ground, not requiring facer plants in front. Although it's not a true annual, this fast-growing 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 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, and is able to handle environmental salt. It is highly tolerant of urban pollution and will even thrive in inner city environments. This particular variety is an interspecific hybrid. It can be propagated by cuttings; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Empress Flair Cherry Charme Verbena is a fine choice for the garden, but it is also a good selection for planting in outdoor containers and hanging baskets. Because of its trailing habit of growth, it is ideally suited for use as a 'spiller' in the 'spiller-thriller-filler' container combination; plant it near the edges where it can spill gracefully over the pot. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.