Roseum Fortune Rhododendron

Rhododendron fortunei 'Roseum'



Roseum Fortune Rhododendron flowers
Photo courtesy of NetPS Plant Finder

Height: 5 feet

Spread: 6 feet

Sunlight: ◐

Hardiness Zone: 5

Description:

A stunning variety with elegant blooms that are shades of white, pink or lavender; an unusual showy accent plant; absolutely must have well-drained, highly acidic and organic soil, use plenty of peat moss when planting

Ornamental Features

Roseum Fortune Rhododendron is covered in stunning clusters of lightly-scented pink trumpet-shaped flowers with lavender overtones at the ends of the branches in mid spring. It has dark green evergreen foliage. The glossy narrow leaves remain dark green throughout the winter.

Landscape Attributes

Roseum Fortune Rhododendron is an open multi-stemmed evergreen shrub with an upright spreading habit of growth. Its relatively coarse texture can be used to stand it apart from other landscape plants with finer 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.



Roseum Fortune Rhododendron in bloom
Photo courtesy of NetPS Plant Finder

Roseum Fortune Rhododendron is recommended for the following landscape applications;

- Accent
- Mass Planting
- General Garden Use

Planting & Growing

Roseum Fortune Rhododendron will grow to be about 5 feet tall at maturity, with a spread of 6 feet. It tends to be a little leggy, with a typical clearance of 1 foot from the ground, and is suitable for planting under power lines. It grows at a slow rate, and under ideal conditions can be expected to live for 40 years or more.

This shrub does best in a location that gets morning sunlight but is shaded from the hot afternoon sun, although it will also grow in partial shade. Keep it away from hot, dry locations that receive direct afternoon sun or which get reflected sunlight, such as against the south side of a white wall. It requires an evenly moist well-drained soil for optimal growth, but will die in standing water. It may require supplemental watering during periods of drought or extended heat. It is very fussy about its soil conditions and must have rich, acidic soils to ensure success, and is subject to chlorosis (yellowing) of the foliage in alkaline 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 is a selected variety of a species not originally from North America.