# Madeira™ Crested Ivory Marguerite Daisy

***Argyranthemum frutescens 'Madeira Crested Ivory'***



*Madeira Crested Ivory Marguerite Daisy flowers*
*Photo courtesy of NetPS Plant Finder*

Height: 18 inches

Spread: 18 inches

Sunlight: ○

Hardiness Zone: (annual)

Group/Class: Madeira Series

**Description:**

Bright and vibrant colored daisies rise above dark green foliage in this low maintenance series; vigorous, upright mounded plants produce continuous blooms from late spring to fall; a lovely addition to garden beds, borders and patio containers

**Ornamental Features**

Madeira Crested Ivory Marguerite Daisy has masses of beautiful double white daisy flowers with lemon yellow eyes at the ends of the stems from early summer to early fall, which are most effective when planted in groupings. The flowers are excellent for cutting. Its tiny deeply cut ferny leaves remain dark green in color throughout the season.

**Landscape Attributes**

Madeira Crested Ivory Marguerite Daisy is an herbaceous annual with an upright spreading habit of growth. Its relatively fine texture sets it apart from other garden plants with less refined foliage.

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. It is a good choice for attracting butterflies to your yard. It has no significant negative characteristics.

Madeira Crested Ivory Marguerite Daisy is recommended for the following landscape applications;

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

**Planting & Growing**

Madeira Crested Ivory Marguerite Daisy will grow to be about 18 inches tall at maturity, with a spread of 18 inches. This fast-growing annual will normally live for one full growing season, needing replacement the following year.

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 may require supplemental watering during periods of drought or extended heat. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. This is a selected variety of a species not originally from North America. 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.

Madeira Crested Ivory Marguerite Daisy is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. It is often used as a 'filler' in the 'spiller-thriller-filler' container combination, providing a mass of flowers against which the larger thriller plants stand out. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.