

HEEMAN'S



Vanity Verbena - New For 2026!

Verbena bonariensis 'Vanity'

Height: 30 inches

Spread: 20 inches

Spacing: 18 inches

Sunlight: ☉

Hardiness Zone: 7

Other Names: Vervain

Description:

A stunning compact, upright selection producing tall stems topped with vivid purple blooms that sway in the wind; attracts pollinators to garden beds, borders or containers; rain and heat tolerant; easy to grow and low maintenance - no deadheading needed

Ornamental Features

Vanity Verbena features airy clusters of lavender flowers with purple overtones at the ends of the stems from early summer to late fall. The flowers are excellent for cutting. Its narrow leaves remain green in colour throughout the season.

Landscape Attributes

Vanity Verbena is an open herbaceous perennial with an upright spreading habit of growth. 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, and should be cut back in late fall in preparation for winter. It is a good choice for attracting butterflies to your yard. Gardeners should be aware of the following characteristic(s) that may warrant special consideration;

- Disease
- Self-Seeding



Vanity Verbena flowers
Photo courtesy of NetPS Plant Finder



Vanity Verbena flowers
Photo courtesy of NetPS Plant Finder



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Vanity Verbena is recommended for the following landscape applications;

- Mass Planting
- General Garden Use
- Container Planting

Planting & Growing

Vanity Verbena will grow to be about 24 inches tall at maturity, with a spread of 20 inches. When grown in masses or used as a bedding plant, individual plants should be spaced approximately 18 inches apart. It tends to be leggy, with a typical clearance of 1 foot from the ground, and should be underplanted with lower-growing perennials. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 5 years. As an herbaceous perennial, this plant will usually die back to the crown each winter, and will regrow from the base each spring. Be careful not to disturb the crown in late winter when it may not be readily seen!

This plant should only be grown in full sunlight. It is very adaptable to both dry and moist locations, and should do just fine under typical garden conditions. This plant does not require much in the way of fertilizing once established. 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 is a selected variety of a species not originally from North America.

Vanity Verbena is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. With its upright habit of growth, it is best suited for use 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 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, this plant may be too tender to survive the winter if left outdoors in a container. Contact our experts for more information on how to protect it over the winter months.



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