

PRESS RELEASE 2020

LAGERSTROEMIA

COLLECTION INDIYA CHARMS®

DISTRIBUTED ABROAD BY



Indiya Charms®
401 Route de Lamudette
40290 Estibaux
by Les Pépinières de France
cecile@lespépinièresdefrance.com
+33 7 52 65 35 52



HISTORY

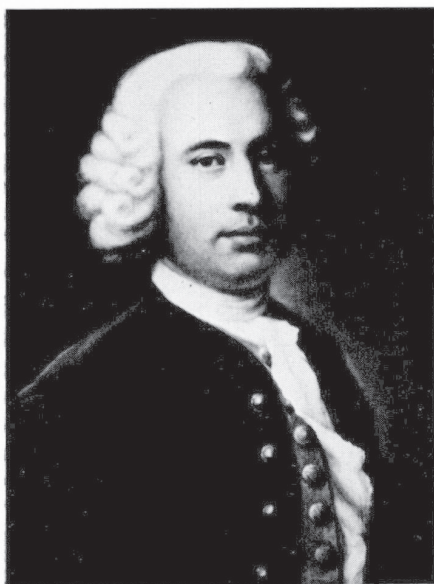
Lagerstroemia makes an ideal choice as a flowering tree from mid- to late summer. Available in several flower colours from white to red and several forms ranging shrubs to trees, they also feature exfoliating bark that gives them ornamental value even during winter.

Lagerstroemia can be seen in every street and every garden in South-West France from the Basque Country to the Dordogne and the Chalosse area. But it comes originally from very far away.

The plant - often called wrongly Lilac from India - is native from Southeastern China where it has been grown as an ornamental tree for more than 1600 years. It was massively planted under the Song dynasty (during our Middle Age time). These trees that have a strong cultural and symbolic value can still be seen today in lots of chinese streets and park.

Lagerstroemia was first introduced into western countries in the 18th century by Magnus Lagerstrom, director of the Swedish East India Company and a fervent naturalist who collected and brought back seeds and specimens from all over Asia.

He was called 'Lagerstroemia' by his friend Carl von Linné, eminent botanist who established the binomial system of the biological nomenclature.



MAGNUS LAGERSTRÖM
Målning möjligen av F Brander



Lagerstroemia was introduced into France by Jean d'Esmartis-Laperche, former ship captain and mayor of Bergerac from 1792 to 1794, who planted several specimens in the gardens of Château de Cavalerie.

Meanwhile Lagerstroemia was shipped to the United States, to Charleston exactly, where it thrived, thanks to appropriate climatic conditions close to its native area. The influence of the plant spread

quickly over the whole country, reaching the Pacific coast.

It's only at the beginning of the 20st century that Lagerstroemia truly gained in popularity due to André Desmarts nurseryman in Bergerac in Dordogne and passionate about the plant. He promoted it in his region and in the Mediterranean area.

Credit text : Isabelle Betbeder



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DESCRIPTION

Lagerstroemia is a middle-sized shrub which can be trained as a feathered shrub, a multistem, a standard tree or a sculpted tree thanks to the flexibility of the wood.

People enjoy its long-lasting summer flowers: from red to pink through white panicles reminding the flowers of lilac. The petals look like crepe paper and that is the reason of its English common name Crepe-myrtle. It remains decorative all year round: in springtime with light green foliage, in summertime with colorful flowers, in autumn with orange to red foliage and in wintertime with a striking decorative orange/grey bark.

Wrongly known as a non-frost tolerant plant, Lagerstroemia is actually hardy until -15°C to -20°C from 3-4 years old. It is recommended to protect the young plants in cold climate though (like many other plants). It is best grown in full sun with fertile and well-drained soil to encourage abundant and attractive flowers. Pollinators can be seen in spring and summer which is another benefit of the plant.



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COLLECTION INDIYA CHARMS®



Horticulturalists Christian Gaurrat and Antoine Scrive based in Southwest France have always grown Lagerstroemia in their nurseries as it is a very common plant in this area. Each grower fell rapidly in love with this very exceptional plant. They started their own massal selection in the 90's: collecting seeds, sowing them and propagating the best ones. But it's only by 2006 that the successful story leading to Indiya Charms® started : 5 new early flowering varieties adapted to North Europe were selected and propagated. They propagated over 40,000 young plants in glasshouse for 2-3 years. These new varieties combine lots of benefits: early-flowering (can start flower in June), light and colorful flowers, compact foliage and resistance to diseases.



Braise d'été® 'Indybra'

- Medium-sized shrub or tree
- Long dark green leaves
- Red young shoots
- Early flowering, pink almost red flowers
- Medium to large-sized panicles, very compact



Fuchsia d'été® 'Indyfuc'

- Medium-sized shrub or tree
- Long dark and shiny green leaves
- Red young shoots
- Early flowering, intense pink flowers
- Medium-sized panicles, very compact



Camaieu d'été® 'Indycam'

- Small shrub or tree, compact
- Small-sized leaves, light green
- Early flowering (the first variety among the collection to flower)
- White to violet flowers
- Medium-sized panicles



Violet d'été® 'Indyvio'

- Large shrub or tree
- Dark green leaves
- Early flowering
- Intense and luminous violet flowers
- Midde-sized panicles



Neige d'été

- Large shrub or tree
- Medium-sized leaves, elongated and dark green
- Mid-season summer flowering
- White flowers with yellow stamen
- Medium to large-sized panicles

KEY FIGURES

- Created in 2006 by Christian Gaurrat and Antoine Scrive
- Production 10ha open-fields and 3ha glasshouse
- 5 employees
- Distribution in France and Europe
- Selection programme of new varieties



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