

Front Lines

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Proven Winners' National Houseplant of the Year

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You'll recall that Proven Winners within the last year has partnered with Virginia-based The Plant Company to offer the leafjoy houseplant collection. Along with that they've added a houseplant category to the company's National Plant of the Year award program. For 2023, Proven Winners has chosen purple Tradescantia Feeling Flirty.

Tradescantias are a great choice, as they're easy to grow, are familiar and friendly looking, and have that trendy leaf variegation that houseplant parents are searching for. Feeling Flirty in particular has the pink-and-green variegation that's uber-popular right now.

Compared to the purple tradescantias, Feeling Flirty is a recently developed variety with a more attractive, compact habit and brighter colors. It's an iconic style with a modern twist.

Proven Winners will begin consumer promotions of the National Houseplant of the Year program in January and The Plant Company is gearing up to meet an expected high demand for retail-ready plants. **GP**