

VARSLITY'S CHOICE



As the jingling of Christmas bells nears, many spend hours and days fishing for gift ideas. And *Varsity* has some ideas for you to shower your loved ones during the festive season.

Everlasting Rose

The Everlasting Rose, also known as the preserved rose, is a “magical” rose that will not fade, wilt or die for at least two to three years without a single drop of water. It is the ultimate symbol of everlasting love and passion.

Unlike silk flowers or other artificial blooms, the preserved rose is radiant and stunning, simply because it is a real rose.

An innovative preservation process is used to keep the roses fresh; a mixture of glycerine, water and food dyes replaces the roses’ botanical sap during an evaporation and absorption process. This process takes three to seven days to complete and takes place in a stabilisation room with a carefully-monitored microclimate for the roses.

Afterwards, the roses are preserved in their prime, as if they were placed in a time capsule.

The preserved rose was first launched in France in 1991, and is now popular in Japan and many European countries. Most are imported from Kenya, Ecuador and Columbia.

In Hong Kong, the Everlasting Rose has attracted a wide range of customers. According to Shirley Leung Kay-ye, the sales manager of Winnerson Company Limited, which sells the product online, people choose roses of different colours to symbolise different meanings.

Leung said the majority of male customers prefer red roses which carries the meaning of true love, passion and respect. Female customers prefer blue roses which signify mystery and attaining the impossible.

Each online order of a preserved rose is handled with care and presented



in colourful wrapping.

Leung suggests customers can make their gifts even more thoughtful by ordering a gift box set with accessories, such as a teddy bear, along with their rose. “We want the roses to be presented as gifts rather than just plain flowers,” said Leung.

Roses are often thought of as blooms that die in their prime, but the Everlasting Rose has destroyed this myth and can carry messages to those you love. *Tiffany Ngai* 