



*Vip Roses*



**DISCOVERY  
CATALOGUE**

**2023**



Vip Roses is, and always has been, a family company. The Sassen brothers transformed what once used to be their father's rose greenhouse into a worldwide recognized name in roses.

The Sassen brothers produce an array of breathtaking roses. They are however far from typical. Their passion for the beauty of a rose has led them to source out some of the most spectacular varieties.

**"THE FUN IS IN THE HUNT, WE ARE  
ON A CONTINUOUS SEARCH FOR THE MOST  
UNIQUE ROSE VARIETY."**



# FRAGRANT

These roses are more than simply stunning to look at, they offer the total rose experience. Our sense of smell is most closely linked to our memories. Awaken your senses and evoke emotion with the tantalizing and sensual fragrance emanating from these beauties.

WE GROW OUR ROSES ACCORDING TO THEIR NATURAL SEASON, THEREFORE OUR ROSES ARE AVAILABLE FROM APRIL UNTIL THE END OF OCTOBER.

**TEDDY'S (NEW)**



**QUICKSAND**



**CHIFFON**



**CAFÉ LATTE**



**BRUT**



**MENTA**



**WESTMINSTER ABBEY**



**NOTRE DAME**



**BAILEY**



# "WE OFFER A VERY IMPRESSIVE PRODUCT – STUNNING, MIND BLOWING ROSES."

**SWEET MENTA (NEW)**



**KENSINGTON GARDENS**



**NOTTING HILL**



**ROYAL PARK**  
ROYAL PARK SPRAY



**PARADISE BEACH**



**DARLINGTON**  
DARLINGTON SPRAY



**INNOCENTIA IN CARAMEL**



**INNOCENTIA IN PINK**



**SPOILER**



**MANSFIELD PARK**  
MANSFIELD PARK SPRAY



**MANSFIELD PINK PARK**  
MANSFIELD PINK PARK SPRAY



**BOURBON STREET**  
BOURBON STREET SPRAY





**"WE ARE LOOKING FOR THE MOST BEAUTIFUL  
ROSE SHAPE. JUST AS A TOMATO TASTES BETTER  
WHEN IT HAS RIPENED ON THE VINE, A ROSE  
BLOOMS MORE BEAUTIFULLY ON THE BUSH  
THAN IT WILL IN A VASE."**

**PARADISE WHITE (NEW)**



**MONTMARTRE**  
MONTMARTRE SPRAY



**SYMBOL**



**PURE BLONDE**



**CATALINA**  
CATALINA SPRAY



**SWEET CATALINA**  
SWEET CATALINA SPRAY



# SLOW GROWING

These pure garden roses are grown in an environment that is most similar to that of a typical outdoor-grown English rose. They grow directly in the cold ground, with nightly temperature drops. This produces a heartfelt rose, just as if it were outside. The roses are harvested when they are in full bloom, generally measuring 10 cm in width, making these roses a true seasonal product.

**VICTORIAN SUMMER**  
AVAILABLE IN SINGLE & SPRAY



**VICTORIAN CLASSIC**  
VICTORIAN CLASSIC SPRAY



**VICTORIAN WEDDING**  
VICTORIAN WEDDING SPRAY



**CAFÉ LATTE**



**SHIRAZ**



**POMPONELLA  
SUMMERHOUSE**



**LORENA SUMMERHOUSE**



# YOUNG TALENT PROGRAM

THE FUN IS IN THE HUNT



*Vip Roses*

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Breeding

**A continuous search for the most unique rose variety**

The driving force of Vip Roses is the ongoing quest for the next show-stopping rose variety. Our curiosity continues to push us further. In 2021 we began cross breeding roses ourselves. Providing a helping hand to nature and the discovery process takes time and space. Meaning that we often harvest smaller crops of new varieties to learn about their characteristics and to judge their popularity with our florists.



## Responsible Cultivation

100% Of Vip Roses' production occurs between April and November, meaning they offer a true seasonal product. By shifting their focus to their tinted flowers and choosing not to grow during the coldest months, Vip Roses significantly reduces their energy usage. **These conscious efforts result in an extremely small ecological footprint.** Sustainability has become a passion of Vip Roses' and their results are certainly worthy of pride. Knowing that 80% of bugs are good bugs, Vip Roses has opted against using harsh chemicals to treat destructive insects. Instead they employ a safe, natural form of insecticide. An in-house scout is responsible for maintaining the balance of good insects to combat against any harmful insects. This organic method is referred to as "insects against insects". This approach also ensures the health of the soil which the roses are grown in.

A healthier soil undoubtedly produces a healthier, heartier rose which can thus be longer enjoyed.

