



Rosa Eskelund

## Holiday without roses can be awarding

When running a successful company with many employees and lots of responsibility every day, being able to relax and go on holiday can be very difficult for many people. But inspiration often comes when least expected, and it is very important to gain this inspiration from beautiful places around the world.

Letting go and preparing for going away can be hard work, and often it feels like being indispensable at home, but as soon as I leave the country I start relaxing. It is the biggest mistake one can make not to allow themselves some time off from the daily challenges.

Roses are my passion, and business travelling often feels like going on holiday. Almost all summer, I visit garden rose producers and rose gardens around Europe. This is an important part of my job, but also something that I love doing and look forward to every year. Visiting these wonderful gardens and enjoying beautiful roses while working is a job that makes me very happy. Inspiration for developing new roses and other projects often comes to me this way.

Holiday without roses can also be rewarding, it is just important being able to relax, then dreams and ideas come to me automatically. Not all translate to reality, but sometimes, a few succeed.

Rosa Eskelund is the owner of RosesForever ApS, a rose grower and breeder in Denmark

Becoming a gardener and rose breeder was

one of these dreams that I succeeded in. I had an idea of building a larger greenhouse near our private residence, which is in a region that has the perfect climate and the same beauty as in southern Italy where the inspiration came to me. The construction of this greenhouse developed into a production greenhouse and I was now working as a gardener!

Through more than 20 years, I have been developing roses, and the inspiration for many of the Roses Forever varieties come from beautiful places around the world. The idea for the world's smallest rose, Pinocchio®, came to me during holiday on a small Greek island when sipping Retsina, an original Greek wine.

The newest concept from Roses Forever is a series of top resistant garden roses. I have been working on developing these garden roses for several years, but the name of the roses, Plant'n'Relax, was an idea I had when relaxing on a riverboat in Cognac, France. The roses have a unique health, ongoing flowering and even drop old flowers by themselves. So just plant and relax and enjoy the roses all summer!

This column is written in a very beautiful place in Spain. In the glow of the sunrise, with the sound of peaceful waves and in the scent of pinewood. I wonder if a new idea will come to me in a moment...

