Aramis® Fire Marguerite Daisy - New For 2026!

Argyranthemum frutescens 'Aramis Fire'



Aramis Fire Marguerite Daisy in bloom
Photo courtesy of NetPS Plant Finder

Height: 18 inches

Spread: 18 inches

Sunlight: ○ ◐

Hardiness Zone: (annual)

Description:

An eye catching variety showcasing blooms that vary from light pink to rose and finally cherry red; excellent for garden beds, containers and fresh cut flower arrangements; a mounded, low maintenance selection that flowers all season long

Ornamental Features

Aramis Fire Marguerite Daisy features showy shell pink daisy flowers with rose overtones and gold centers at the ends of the stems from mid spring to early fall. The flowers are excellent for cutting. Its tiny deeply cut ferny leaves remain green in color throughout the season.

Landscape Attributes

Aramis Fire Marguerite Daisy is an herbaceous annual with a mounded form. Its relatively fine texture sets it apart from other garden plants with less refined foliage.

This plant will require occasional maintenance and upkeep. Trim off the flower heads after they fade and die to encourage more blooms late into the season. It is a good choice for attracting butterflies to your yard. It has no significant negative characteristics.

Aramis Fire Marguerite Daisy is recommended for the following landscape applications;

- Mass Planting
- Border Edging
- General Garden Use
- Container Planting

Planting & Growing

Aramis Fire Marguerite Daisy will grow to be about 18 inches tall at maturity, with a spread of 18 inches. This fast-growing annual will normally live for one full growing season, needing replacement the following year.

This plant does best in full sun to partial shade. It does best in average to evenly moist conditions, but will not tolerate standing water. It is not particular as to soil type or pH. It is highly tolerant of urban pollution and will even thrive in inner city environments. This is a selected variety of a species not originally from North America. It can be propagated by cuttings; however, as a cultivated variety, be aware that it may be subject to certain restrictions or prohibitions on propagation.

Aramis Fire Marguerite Daisy is a fine choice for the garden, but it is also a good selection for planting in outdoor pots and containers. It is often used as a 'filler' in the 'spiller-thriller-filler' container combination, providing a mass of flowers against which the thriller plants stand out. Note that when growing plants in outdoor containers and baskets, they may require more frequent waterings than they would in the yard or garden.