Pearl Glam® Beautyberry - New For 2026!

Callicarpa 'NCCX2'

Height: 5 feet

Spread: 4 feet

Sunlight: ○ ◐

Hardiness Zone: 6

Description:

Showy dark purple foliage starting in spring contrasts white flowers in late summer, followed by volumes of spectacular violet-purple berries in fall; can be pruned back to the ground in spring as it blooms on new wood



Pearl Glam Beautyberry fruit
Photo courtesy of NetPS Plant Finder



Pearl Glam Beautyberry flowers
Photo courtesy of NetPS Plant Finder

Ornamental Features

Pearl Glam Beautyberry is primarily grown for its highly ornamental fruit. It features an abundance of magnificent violet berries from early to late fall. It has white trumpet-shaped flowers along the branches from mid to late summer, which are interesting on close inspection. It has deep purple deciduous foliage. The fuzzy pointy leaves do not develop any appreciable fall colour.

Landscape Attributes

Pearl Glam Beautyberry is a multi-stemmed deciduous shrub with a shapely form and gracefully arching branches. Its average texture blends into the landscape, but can be balanced by one or two finer or coarser trees or shrubs for an effective composition.

This shrub will require occasional maintenance and upkeep, and is best pruned in late winter once the threat of extreme cold has passed. It has no significant negative characteristics.

Pearl Glam Beautyberry is recommended for the following landscape applications;

- Accent
- Mass Planting
- Hedges/Screening
- General Garden Use

Planting & Growing

Pearl Glam Beautyberry will grow to be about 5 feet tall at maturity, with a spread of 4 feet. It tends to fill out right to the ground and therefore doesn't necessarily require facer plants in front, and is suitable for planting under power lines. It grows at a fast rate, and under ideal conditions can be expected to live for approximately 20 years.

This shrub does best in full sun to partial shade. It is very adaptable to both dry and moist locations, and should do just fine under average home landscape conditions. 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 particular variety is an interspecific hybrid.