



DieDeurâ,,ç Dianthus Smells Like a Star

For the sweet smell of grower success.

Introducing DiaDeur Pink Shades, the latest variety in the Selecta One lineup of softly fragrant dianthus. Discover the soft, sweet smell of [DiaDeur Pink Shades Dianthus](#) with its delicate pink petals and an unforgettable allure that whispers, "Take me home" at retail.



We are excited to give growers a new hue to add to this series of dianthus, with a total of five amazing and sweet-smelling varieties. Pink Shades has a charm that just can't be bottled! And it's not just heaven-scent. It's for the sweet smell of grower success. Our [new dianthus video](#) says it all:

An error occurred.

[Try watching this video on www.youtube.com](#), or enable JavaScript if it is disabled in your browser.

It's an excellent option for holiday programs, too. With additional resources like our [accompanying print ad](#), start getting customers excited for holidays such as Valentine's Day and Mother's Day. DiaDeur Dianthus will stop shoppers in their tracks with its gorgeous fragrance that will fly off the shelves at retail!

Explore more scents, more shades and more selling power.

Browse the full 2026 Dianthus catalog in a virtual flipbook right here for your convenience:

[2026 Dianthus](#)