

# GROWERTALKS

## Front Lines

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## Magnolia Now Shipping Live Plants

*Chris Beytes*



What decorating business won't Joanna and Chip Gaines get into? They've certainly turned their Waco, Texas-based Magnolia brand into an empire, and that empire now includes live plants sold online at [shop.magnolia.com/collections/garden](https://shop.magnolia.com/collections/garden).

Writes Joanna in an email announcing the new line, "Yes! My plant lady dreams have finally come true and we now sell my favorite live plants online!"

Plants currently offered include fiddle leaf fig, hoya, olive tree, sweet bay tree, monstera and sanseveria. Prices are steep, varying from \$26 to \$50.

**GP**