

FEBRUARY 2021

AMARANTH

A shade of deep reddish-rose, amaranth is also the name of a flowering plant. To the Victorians, amaranth (the flower) was known as love-lies-bleeding, and was a symbol of hopeless love. So, while it's a gorgeous colour, it's probably not high on the list of blooms to include in a Valentine's bouquet – if you're of Victorian sensibilities. Stick with the Greek, from which the word amaranth derives – *amarantos* means "unfading". A much better sentiment, yes?

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