



Column Rosa Eskelund

Secret places

Rosa Eskelund is the owner of RosesForever ApS, a rose grower and breeder in Denmark.

Do you have a secret place? A place where you can relax and get new ideas? A place to get new inspiration and where you can be creative?

I do.

For me it is important to visit a well-known place during my holidays. A place that is very familiar to me, where I can do the same things day after day without any need for big challenges and only a few disruptions during the weeks. This way of travelling provides me with a great peace of mind. It gives me the strength to carry on and focus on the most important things in life and in my business. When not using a lot of energy and most of the holidays searching to find the best restaurants and the most beautiful beaches, it gives me the possibility to start relaxing from day one! Staying at a well-known place, however thousands of miles away from home, gives me a nice and comfortable feeling. People are passing by, unexpected things happen, the weather changes dramatically, but I still feel safe and secure. For me this feeling of security is the same feeling I have when being at home. This is very important for me to be able to relax and enjoy the holidays. Simple everyday routines brings a lot of inspiration into my mind.

Most of the year is very busy for me in my international business of rose breeding. I travel a lot around the world, seeing new places and meeting new people. All these impressions motivate me a lot in developing new rose varieties and new concepts. However, to sit down and relax is not something I do a lot of during a normal working week. That is why it is so important and feels very good to me, now sitting on my secret beach 2,000 kilometers away from home – relaxing and getting many new ideas for the coming season. This is also a time for reflections and summing up on all the great things that have happened in my business the last few months – new customers, new markets, new concepts, and new awards. I am going through the spring and summer evaluation of the new Plant'n'Relax and Roses Forever varieties. Looking on the more than 11,000 photos on my phone. Picking up some of the very best, thinking about creating some new exiting events, picturing celebrities naming them beautiful places in the world.

Roses give me so much joy and satisfaction, and I know that they also bring a lot of happiness and success all around the world. My passion for roses will always follow me – also to my secret places...