Echter's Nursery & Garden Center

5150 Garrison St.
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Bracken's Brown Beauty Magnolia

Bracken's Brown Beauty Magnolia - New For 2026!

Magnolia grandiflora 'Bracken's Brown Beauty'

Height: 30 feet

Spread: 15 feet

Sunlight: ○ ◐

Hardiness Zone: 6a

Other Names: Southern Magnolia

Description:

A beautiful flowering accent tree for smaller home landscapes, smothered in showy and fragrant white cup-shaped flowers in spring through summer; large glossy leaves with brown undersides as the name implies, and a neat upright habit of growth

Ornamental Features

Bracken's Brown Beauty Magnolia is smothered in stunning fragrant white cup-shaped flowers held atop the branches from mid spring to early summer. It has dark green foliage with brown undersides. The large pointy leaves turn coppery-bronze in the fall, which persists throughout the winter. The fruits are showy red pods displayed from early to late fall.

Landscape Attributes

Bracken's Brown Beauty Magnolia is an evergreen tree with a shapely oval form. Its relatively coarse texture can be used to stand it apart from other landscape plants with finer foliage.

This is a relatively low maintenance tree, and should only be pruned after flowering to avoid removing any of the current season's flowers. Deer don't particularly care for this plant and will usually leave it alone in favor of tastier treats. It has no significant negative characteristics.

Bracken's Brown Beauty Magnolia is recommended for the following landscape applications;

- Accent
- Shade



Bracken's Brown Beauty Magnolia flowers
Photo courtesy of NetPS Plant Finder



Bracken's Brown Beauty Magnolia in bloom
Photo courtesy of NetPS Plant Finder

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Planting & Growing

Bracken's Brown Beauty Magnolia will grow to be about 30 feet tall at maturity, with a spread of 15 feet. It has a low canopy with a typical clearance of 3 feet from the ground, and should not be planted underneath power lines. It grows at a medium rate, and under ideal conditions can be expected to live for 70 years or more.

This tree does best in full sun to partial shade. It requires an evenly moist well-drained soil for optimal growth, but will die in standing water. It is not particular as to soil type, but has a definite preference for acidic soils. It is somewhat tolerant of urban pollution, and will benefit from being planted in a relatively sheltered location. Consider applying a thick mulch around the root zone in winter to protect it in exposed locations or colder microclimates. This is a selection of a native North American species.