Flowers That Will Still Be Here Next Christmas

Goldgenie preserves real, hand-picked roses in pure 24K gold, presented in a glass-fronted luxury case, from £199

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Press release

DUBAI / LONDON, 10 November 2026 — Most Christmas flowers are in the bin by New Year. Goldgenie, the British-founded luxury house that first customised the iPhone in 2007, is offering a rose that will still be on the shelf next Christmas, and the one after that.

The 24K Gold Rose and the 24K Gold Red Rose each begin as a real, hand-picked bloom. Goldgenie preserves every rose in pure 24K gold and resin, capturing the petals, leaves and thorns exactly as they grew, so the flower never wilts or drops. Because each one starts as a natural rose, no two are exactly alike.

Every rose arrives in Goldgenie's luxury window-pane gift case: a green, glass-fronted case lined in cream, with an engraved gold certificate of authenticity, carrying its own batch number, set above the rose.

"A bouquet says I love you for a week. A gold rose says it for a lifetime," said Laban Roomes, founder of Goldgenie. "It's what people give the person who already has everything, because it's the one present that will still be there next Christmas."

What's on offer

- 24K Gold Rose, fully finished in 24K gold: £219
- 24K Gold Red Rose, a red rose with 24K gold detailing: £199
- Presented in the luxury window-pane gift case, with an engraved certificate of authenticity
- Free delivery: next working day in the UK and UAE for orders before 10am GMT, and within 3 working days elsewhere
- For Christmas delivery, order by 18 December (UK and worldwide) or 22 December (UAE)
- Lifetime warranty

Buy: https://goldgenie.com/product/24k-gold-rose/?attribute_pa_box=luxury-window-pane-box

Images and captions: https://drive.google.com/drive/folders/1NfHYcUppAjdvZKSe-Lf1UEfL-LsTU4Ip

Interviews with Laban Roomes are available on request.

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Notes to editors

The images are photographs and should be credited "Goldgenie".

About Goldgenie

Goldgenie was founded in London by Laban Roomes and was the first company in the world to customise the Apple iPhone, when it launched in 2007, the same year Roomes won investment from James Caan on BBC's Dragons' Den. Now headquartered in Dubai, with a service centre in London, Goldgenie creates 24K gold, rose gold and platinum-finish luxury technology and gifts for clients worldwide.

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