



Die Kaapse Instituut vir Handwerk & Ontwerp  
IZiko Lasekapa Lobuchule Nobugcisa  
Room 2.413, Administration Building, Cape Technikon,  
P O Box 652, Cape Town, 8000.  
Tel: 27 (0)21 460-3982  
Fax: 27 (0)21 460-3553  
E-mail: ccidi@ctech.ac.za

# Export Development Pilot Programme

## **APPENDIX C: EXAMPLES OF PRICE POINTS FOR HOME TEXTILES & SOFT FURNISHINGS**

*Prepared for CCDI BY Kaiser  
Associates*

*Report No 3a/2003*

September 19, 2003

Catherine Wijnberg  
Export Project Manager  
Cape Craft & Design Institute

## **APPENDIX C: EXAMPLES OF PRICE POINTS FOR HOME TEXTILES & SOFT FURNISHINGS**

Some examples of pictures are provided below this table and are referenced in the heading row of the corresponding table. Please note that due to stock changes some of these examples do not correspond to the products listed below and are provided for illustrative purposes only.

Retailers with online catalogues including images are listed below. Crafters with internet access are encouraged to browse these websites for up-to-date product prices and images, as these are likely to change frequently.

<b>Marks &amp; Spencer</b>	<a href="http://www.marksandspencer.com">http://www.marksandspencer.com</a>
<b>Debenhams</b>	<a href="http://www.debenhams.com">http://www.debenhams.com</a>
<b>Liberty</b>	<a href="http://www.liberty.co.uk">http://www.liberty.co.uk</a>
<b>Laura Ashley</b>	<a href="http://www.laura-ashley.com">http://www.laura-ashley.com</a>
<b>John Lewis</b>	<a href="http://www.johnlewis.com">http://www.johnlewis.com</a>
<b>McCord</b>	<a href="http://www.mccord.co.uk">http://www.mccord.co.uk</a>
<b>Argos</b>	<a href="http://www.argos.co.uk">http://www.argos.co.uk</a>
<b>Allders</b>	<a href="http://www.allders.co.uk">http://www.allders.co.uk</a>
<b>McCord</b>	<a href="http://www.mccord.co.uk">http://www.mccord.co.uk</a>
<b>Maisons</b>	<a href="http://www.maisons.co.uk">http://www.maisons.co.uk</a>

**UK**

Product Type: <b>Throws (1-3)</b>			Low End	Medium End	High End
<b>Product Description</b>	<b>Retailer</b>	<b>Country of Origin (if known)</b>			
<b>Herringbone Chenille Throw</b> - Small 150 x 200cm, 72% acrylic, 28% polyester	Marks & Spencer		£ 30.00		
<b>Folk Gypsy Throw</b> - 135cm x 200cm. 100% cotton (excluding embroidery)	Marks & Spencer			£ 65.00	
<b>Mock Suede Throw</b> - 138cm x 200cm, 100% polyester	Marks & Spencer				£ 80.00
<b>Jonelle Congo Throws</b> - soft throws in natural shade, 61% Cotton, 39% Viscose. 150 x 200	John Lewis	England	£ 39.00		
<b>Fleece Blanket, Hunter Green</b> - made from 60% cotton and 40% acrylic, 150cm x 200cm.	John Lewis		£ 35.00		
<b>Majorca Silk Throw</b> - Majorca 100% silk throw with rayon velvet trim in wine and gold, 150cm x 125cm.	John Lewis	India			£115.00
<b>Fleece Throw</b> - 100% polyester. Size 229 x 254cm	Argos		£ 17.99		
<b>Diamond Cotton Navy Throw</b> - Distinctive woven design. 100% cotton. Size 198 x 249cm/78 x 98in.	Argos		£ 14.99		
<b>Chenille Check Throw</b> - Soft chenille check throw. 45% cotton, 55% viscose, 150 x 200	Laura-Ashley			£ 45.00	
<b>Balinese Throw</b> - Traditional decorative throw with contrasting panelled border. 75% cotton, 25% polyester, 137 x 200	Laura-Ashley	Bali		£ 50.00	

Product Type: <b>Throws (1-3)</b>			Low End	Medium End	High End
<b>Product Description</b>	<b>Retailer</b>	<b>Country of Origin (if known)</b>			
<b>Akina Throw</b> - Decorative throw with beaded border. 100% wool. 150 x 200	Laura-Ashley				£ 80.00
<b>Fake fur front</b> - polyester backing. 100 x 200cm/39 x 78 1/2".	Debenhams				£100.00

Product Type: <b>Cushions/decorative pillows (4-15)</b>			Low End	Medium End	High End
<b>Product Description</b>	<b>Retailer</b>	<b>Country of Origin (if known)</b>			
<b>Ticking Stripe Cushion</b> – 58 x 58cm. With a soft polyester pad in Coral or Indigo. 100% cotton	Marks & Spencer		£ 10.00		
<b>Large Check Cushion</b> - Complete with soft polyester pad, 56 x 56cm, 44% cotton, 32% polyester, 24% viscose	Marks & Spencer			£ 30.00	
<b>Mongolian Cushion</b> - Complete with soft polyester pad. 40 x 40cm. Face 100% sheepskin. Backing 100% polyester	Marks & Spencer				£ 60.00
<b>Bohemia Cushion Sapphire</b> - feather-fill cushion with rich chenille relief design in sapphire blue. Made from 51% cotton and 49% viscose. 45cm x 45cm	John Lewis		£ 17.50		
<b>Mongolian Wool Suede Cushion</b> - feather-fill cushion. 100% Mongolian wool front and 100% suede back. 35cm x 25cm	John Lewis				£ 45.00

Product Type: Cushions/decorative pillows (4 -15)			Low End	Medium End	High End
Product Description	Retailer	Country of Origin (if known)			
<b>Olsen Cushion</b> - with baroque print design and ornate tassels. 88% cotton, 12% viscose/rayon, 52 x 48	Laura-Ashley				£ 45.00
<b>Emma Cushion</b> - Patchwork cushion with textured centre panel and heart motif. Cushion: 50% polyester, 50% cotton, panel: 100% cotton, lining: 100% polyamide. 30 x 30	Laura-Ashley		£ 15.00		
<b>Woodfield Cushion</b> -Contemporary faux suede with embroidered fern panel design. 95% polyester, 5% viscose/rayon. 35 x 35	Laura-Ashley			£ 25.00	
<b>Square Floor Cushion - dark brown leather,</b> feather filled, WD 59 x 10cm/23 x 4"	Debenhams				£ 90.00
<b>Suede Cross-Stitch Cushion</b> - Feather filled. beige. H 45cm/18".	Debenhams		£ 45.00		
<b>Brown Mongolian Cushion</b> - feather filled, suede back. H 36cm/14".	Debenhams			£ 65.00	
<b>Suede Circles Cushion</b> - Feather filled. H 45cm/18".	Debenhams		£ 40.00		
<b>Faux Fur Cushion</b> - 43cm x 43cm	Allders		£ 12.00		

Product Type: <b>Rugs/Mats (16-29)</b>			Low End	Medium End	High End
<b>Product Description</b>	<b>Retailer</b>	<b>Country of Origin (if known)</b>			
<b>Genuine Sheepskin Rug</b> - Minimum 105cm x 60cm. Pile height minimum 5.5cm. 100% sheepskin <b>Square Wool Rug –</b> 100% wool, 120cm x 178 cm	Marks & Spencer  Marks & Spencer	India	£ 50.00	£175.00	
<b>Cottage Check Chenille Rug</b> - 100% cotton, 138cm x 177cm	Marks & Spencer	Italian			£250.00
<b>Sheepskin Rugs</b> - Deep pile, pure Australian sheepskin rugs in a natural cream colour. 92 x 76	John Lewis	Australia	£ 49.00		
<b>Luna Rugs</b> - Modern design rug with blocks of colour in cranberry, wine and aubergine. Hand tufted, 190 x 130	John Lewis	India		£175.00	
<b>Kodari Rugs, Red</b> - A contemporary rug with a simple, clean design with blocks of contrasting colour. Hand knotted, 100% wool pile, 240 x 170	John Lewis	Nepal			£495.00
<b>Flokati Pure Wool Rug</b> - 100% pure new wool pile. Heavyweight 1500 grams per sq m. Size 70 x 120cm	Argos		£14.99		
<b>Japanese Border Rug</b> - Flat weave construction in hardwearing polypropylene. Size 120 x 170cm/47 x 67in approx.	Argos	Japan	£19.99		
<b>Palladio Red Rug</b> - Heavyweight high-density pile for long lasting luxury. 100% Olefin fibre pile. Size 160 x 230cm.	Argos	India		£119.99	

Product Type: <b>Rugs/Mats (16-29)</b>			Low End	Medium End	High End
Product Description	Retailer	Country of Origin (if known)			
<b>Firenze Rug</b> - contrasting border and centre in a lush cotton and wool blend. 59% cotton, 41% wool. 170 x 240	Laura-Ashley	Italy		£200.00	
<b>Malmaison Rug</b> - patterned rug in a luxurious cotton and wool blend. 59% cotton, 41% wool. 170 x 242	Laura-Ashley	France			£250.00
<b>Jute Rug Range</b> - hard-wearing finish, rise per size	Allders		£45.00		
<b>'Vagues' Rug Range</b> - made from pure cotton chenille	Allders				£250.00
<b>'Harvest' Rug Range</b> - 100% wool	Allders			£150.00	

Product Type: <b>Tablecloths (30)</b>			Low End	Medium End	High End
Product Description	Retailer	Country of Origin (if known)			
<b>Gingham Table linen</b> - 100% cotton tablecloths with matching napkins and place mats, in a blue and white gingham print, 140 x 180	John Lewis		£ 15.00		
<b>Daisy Tablecloths, Natural</b> - A two-tone polycotton tablecloth incorporating an appealing Jacquard daisy designs, 177cm diameter	John Lewis			£ 31.00	
<b>Punchspoken Tablecloth</b> - White - Linen oblong tablecloth in white. 100% linen with punchspoke hem, 274 x183	John Lewis	Northern Ireland			£ 69.00

Product Type: <b>Tablecloths (30)</b>			Low End	Medium End	High End
<b>Product Description</b>	<b>Retailer</b>	<b>Country of Origin (if known)</b>			
<b>Leaf Check Tablecloth</b> - Wipe clean surface. Suitable for indoor or outdoor use. Water repellent and stain resistant. Simply cut to size. Size 180 x 140cm.	Argos		£ 6.99		
<b>Daisy Tablecloth</b> - 100% cotton. Daisy embroidered motifs. Ivory with caramel border. Size 150 x 230cm approx.	Argos		£ 12.99		
<b>Henna Shimmer – Tablecloth</b> , 100x180cm	McCord		£ 14.00		
<b>Daisy Gingham Dining Set - Tablecloth</b> 100 x 180cm	McCord				£ 30.00
<b>Oriental Tableware –Tablecloth</b> , 120 x 180cm	McCord			£ 18.00	
<b>Belgravia Tablecloth</b> Oblong, 137cm x 182cm	Maisons			£27.99	
<b>Burlington Tablecloth</b> - 91cm x 91cm Square	Maisons		£16.99		
<b>Mayfair Tablecloth</b> – Oblong, 182cm x 274cm	Maisons				£44.99

Product Type: <b>Napkins (31-33)</b>			Low End	Medium End	High End
<b>Product Description</b>	<b>Retailer</b>	<b>Country of Origin (if known)</b>			
<b>Casa Napkin, Blue</b> - 100% cotton, yarn dyed table napkin in light blue	John Lewis	India		£ 2.95	
<b>Corinthian Napkin, White</b> - Jonelle Corinthian Damask napkin made from 100% cotton, bordered with a geometric design, 51cm x 51cm	John Lewis	North Ireland			£ 3.95
<b>Mintern Print Napkins</b> – set of 4, 46 x 46	Laura-Ashley	England			£ 8.00
<b>Leaf Napkin Design</b>	Maison		£0.99		
<b>Burlington Napkin</b> - 45cm x 45cm	Maison			£1.99	
<b>58 Napkin</b> - Double drawn threadwork	Maison				£3.99

Product Type: <b>Runners/placemats/coasters (34-40)</b>			Low End	Medium End	High End
<b>Product Description</b>	<b>Retailer</b>	<b>Country of Origin (if known)</b>			
<b>Basket Weave Placemats</b> - Basket weave place mats made from 100% polypropylene, L40cm x H30cm	John Lewis		£ 2.95		
<b>Pimpernel coasters in matt gold finish</b> - Acrylic lacquer finish with cork underside. Heat resistant to 110°C. Six per box. 10.5cm x 10.5cm	John Lewis	England		£ 8.50	
<b>Lino Table Linen, Black</b> - Lino table linen in black with an embroidered square motif, 200 x 40	John Lewis	Italy			£ 31.00

Product Type: <b>Runners/placemats/coasters (34-40)</b>			Low End	Medium End	High End
<b>Product Description</b>	<b>Retailer</b>	<b>Country of Origin (if known)</b>			
<b>Heritage Placemats</b> – with napkins and runners 4 placemats, size (W)33, (L)48cm, 4 napkins, size (W)43, (L)43cm, Size of runner (W)33, (L)107cm	Argos			£ 19.99	
<b>Ives Ribbed Placemats – set of 8</b> , 100% cotton ribbed placemats. Size of each mat (W)33, (L)48cm	Argos		£ 8.99		
<b>Bibi Print Coasters</b> – Set of four coasters in cottage-style Bibi fabric print. 11 x 11	Laura-Ashley		£ 4.00		
<b>Wood and Bamboo Coaster</b> -Set of six wooden and bamboo coasters with dark wood holder. Coaster, W10.3cm D10.3cm H1.3cm	Laura-Ashley	Indonesia		£ 12.00	
<b>Chilli Tableware -</b> Set of 6 Coasters, 9.5cm x 9.5cm	McCord		£8.00		
<b>Natural Protection</b> - Set of 6 Coasters 9H x 8cmW	McCord				£15.00
<b>Snowflake Coasters -</b> 10.5x10.5cm	McCord			£10.50	

## Throws



1. Allemande Throw



2. Velvet Beaded Throw



3. Bahama Throw

## Cushions



4. Velvet Devore – John Lewis



5. Mongolian wool – John Lewis



6. Check cushion – Marks and Spencer



7. Velvet cushion – Marks and Spencer



8. Sheepskin – Marks and Spencer



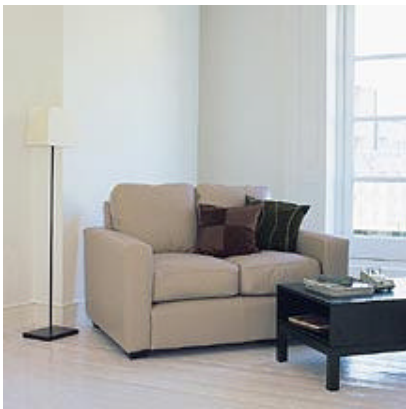
9. Chenille – Laura Ashley



10. Fernanda – Laura Ashley



11. Roccoco – Laura Ashley



12. Patchwork Leather – Debenhams



13. Fake Fur – Debenhams



14. Woolwave – Debenhams



15. Kenwood – Alders

**Rugs/Mats**



16. Carved Terracotta – Argos



17. Firenze – Laura Ashley



18. Harvest – Allders



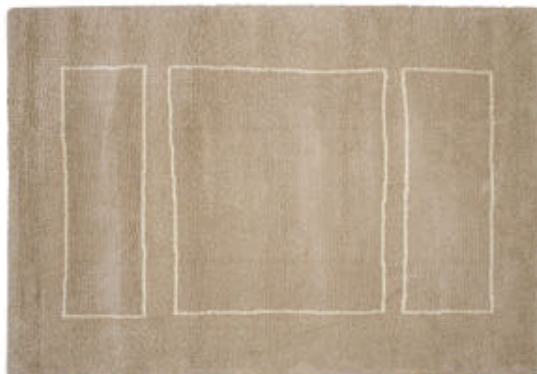
19. Illusion – Marks and Spencer



20. Jute – Allders



21. Kodari – John Lewis



22. Oasis – John Lewis



23. Ribbon – John Lewis



24. Roslyn – Laura Ashley



25. Sheepskin – Marks and Spencer



26. Square Wool – Marks and Spencer



27. Tokyo – Argos



28. Vagues – Allders



29. Wool Rug – Argos

**Tablecloths**



30. Leaf – Argos

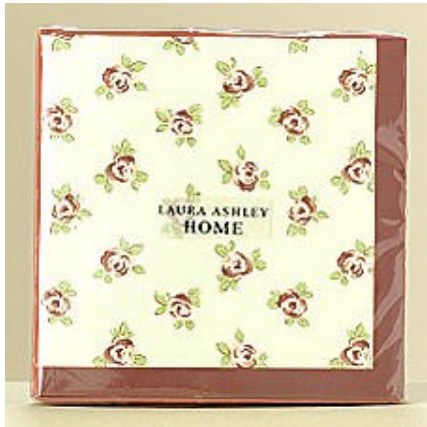
**Napkins**



31. Casa – John Lewis



32. Corinthian – John Lewis

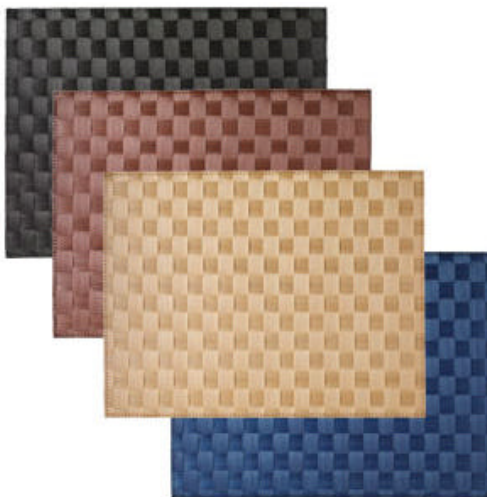


33. Mintern – Laura Ashley

**Runners/placemats/coasters**



34. Pimpernel – John Lewis



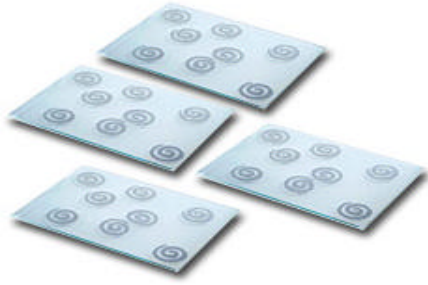
35. Basket weave – John Lewis



36. Lino – John Lewis



37. Leather Placemats – Argos



38. Swiss – Argos



39. Bibi – Laura Ashley



40. Latimer – Laura Ashley