

Alla Moda Price Guide

Page	Value	Page	Value	Page	Value
4	£30-150	54	£200-250	91 B	£250-350
5	£1,800-2,200	55	£200-250	92 T	£50-70
6 TL	£400-600	56 T	£20-30	92 B	£80-120
6 BR	£5,000-8,000	56 B	£80-120	93	£400-600
7	£1,500-2,500	57	£100-150	93	£400-600
8	£30-50 each	58	£120-250	94	c.£200 (retail)
9	£50-70	59	£100-150	96 L	£30-40
10	£80-120	60 L	£40-60	96 R	£20-30
11	£100-150 each	60 R	£400-600	97	£400-600
12	£20-30	61	£50-200	98	£120-180
13	£40-60	62	£80-120	99	£120-180
14	£400-600	63 L	£60-90	100	£25-35 each
15	£30-200	63 R	£80-120	102	£80-120
16	£150-200	64 L	£100-150	103	£80-120 each
17	£30-50	64 R	£80-120	104 TL	£70-100
18	£20-60	65	£200-300	104 TR	£50-70 each
19	£150-250	66 L	£30-40	104 BL	£30-40
20	£50-70	66 TR	£20-30	104 BR	£20-30 each & £70-100
21	£80-120	66 BR	£30-40	105 TR	£30-40 each & £50-70
22	N.P.A.	67	£80-150	105 TR	£60-90
24	£80-120	68	£250-350	105 BL	£80-120
25	£100-150	69	£300-500	105 BR	£25-35 each
26	£200-300	70	£70-100 each	106 TL	£50-70
27	£200-300	71	£60-80 each	106 TR	£30-50
28	£120-180	72	£300-500	106 BL	£60-90
29	£200-300	73	£60-80 each	106 BR	£80-120
30	£250-350	74	£80-120 set	107 TL	£60-90
31	£150-250	75	£300-500 each	107 TR	£40-60
32	£30-50	76	£200-300	107 BL	£20-80
33	£200-300	77	£200-300	107 BR	£100-150
34	£50-70 each	78	£150-200	108	£70-100 each
37	£80-120	79	£150-250	109 L	£150-200
38	£30-40	80	£60-90	109 R	£150-200
39	£50-70	81	£50-70 each	110 L	£80-120
40	£30-40	82	£100-150	110 TR	£40-60
41	£150-200	83	£80-120 set	110 BR	£50-70
42	£120-180	84	£60-90	111 L	£150-250
43	£120-180	85	£150-200	111 R	£50-70
44	£50-70	86	£300-400	112	£100-150
45 T	£150-250	87	£150-250	113 L	£80-120
45 B	£150-250	88 L	£100-150	113 C	£100-150
46	£50-70	88 TR	£80-120	113 R	£100-150
48	c.£150 (retail)	88 BR	£30-50	114	£200-300
49	£50-150	89 TL	£200-250	115 L	£50-70
50	£40-60	89 TR	£300-500	115 C	£150-200
51	£100-150	89 B	£250-350 each	115 R	£50-70
52 TL	£50-70	90 T	£250-350	116	£100-150
52 BR	£70-100	90 B	£250-350	117	£150-200
53	£80-120	91 T	£150-200	118 L	£100-150

Page	Value	Page	Value	Page	Value	Page	Value
118 C	£80-120	144 BL	£120-180	177	£40-60	209	£50-70
118 R	£60-90	144 BR	£120-180	178	£15-20 each	210 TL	£40-50
119	£120-180	146	£250-350	179	£25-120	210 TR	£30-40
120 L	£150-200	147	£120-180	180	£80-120	210 CL	£40-60
120 R	£60-90	148	£800-1,200	181	£100-150 pair	210 CC	£50-70
121 L	£200-300	149	£800-1,200	182	£30-50	210 CR	£30-50
121 R	£200-300	150 TL	£70-100	183	£120-180	210 BL	£30-40
122 L	£30-50	150 TR	£150-250	184	£10-15 each	210 BC	£30-50
122 C	£100-150	150 BL	£150-200	186 L	£80-120	210 BR	£25-35
122 R	£70-100	150 BR	£120-180	186 C&R	£40-60 each	211 TL	£80-120
123 L	£100-150	151 T	£80-120 each	186 BR	£30-50	211 TC	£20-30
123 R	£150-200	151 B	£100-150 each	187 TL	£70-100	211 TR	£25-35
124 L	£30-40	152 T	£80-120	187 BL	£40-60	211 CL	£25-35
124 R	£120-180	152 B	£100-150 each	187 R	£200-300	211 CC	£30-40
125 L	£70-90	153	£300-500	188	£100-150 each	211 CR	£60-90
125 R	£40-60	154 T	£80-120 pair	189	£200-300	211 BL	£10-15
126 L&C	£150-200	154 B	£80-120 each	190 L	£100-150	211 BC	£30-50
126 R	£25-35	156	£250-350	190 R	£70-100	211 BR	£30-40
127 L	£100-150	157	£3,000-4,000	191	£80-120 each	212 TL	£30-40
127 R	£100-150	158	£1,500-2,000	192	£150-200	212 TR	£60-90
128 L	£30-50	159 L	£1,200-1,800	193	£40-60	212 CL	£30-50
128 R	£30-50	159 R	£1,500-2,000	194	£120-180	212 CC	£30-50
129 TL	£40-90	160	£2,000-3,000	195	£400-600	212 CR	£80-120
129 BL	£40-60 each	161	£2,000-3,000	196 T	£30-40	212 BL	£100-150
129 R	£50-70	162	£2,000-3,000	196 B	£15-25 each	212 BC	£70-100
130	£30-90 each	163	£1,000-1,500	197	£100-150	212 BR	£50-80
132	£2,000-3,000	164 T	£250-350	198 L	£150-250	213 TL	£50-70
133	£300-500	164 B	£1,000-1,500	198 R	£20-30	213 TC	£50-80
134	£1,500-2,000	166	£30-40	199	£80-120	213 TR	£100-150
135	£10,000-15,000	167	£30-50	200	£30-50	213 CL	£30-50
136	£1,000-1,500	168	£40-60	201	£100-150	213 CC	£30-40
137	£2,000-3,000	169	£70-100	202 L	£80-120	213 CR	£50-70
138	£250-350	170	£80-120	202 R	£30-40	213 BL	£60-80
139	£150-200	171	£150-200	203	£25-80	213 BC	£60-80
140	£150-200	172	£80-120 each	204	£30-50	213 CR	£40-60
141	£200-300	173	£150-200 each	205	£150-200		
142	£150-250	174	£30-50	206	£15-40 each		
143	£200-300	175	£120-180	207	£100-150 each		
144 T	£120-180	176	£30-50	208	£120-180		

Errata & Additional Information

- p22 The first sentence should read "The catalogue does not set out to cover every maker or designer working, or every design produced, in Italy during these very fruitful three decades".
- p190-191 The 'Flower Painter' factory has been identified as Il Quadrifoglio, founded in Florence in 1955. The name means 'four-leafed clover', identifying the motif as that, not a flower. The designer of this range was Milvia, who went on to design fabrics including a popular range of tea towels.
- p221 Raymor was founded by Irving Richards and Russel & Mary Wright in 1936 as Russel Wright Inc. The name was changed to Raymor Mfg Division Inc. in 1941. The company was liquidated in 1980. Two companies named Rosenthal-Netter Inc were founded in 1959 and 1991. The former is no longer active. A third company, Alvin L. Rosenthal & Henry H. Netter Ltd, was founded in 1980, and is still active. All were incorporated at addresses in Philadelphia used by Rosenthal-Netter.

Codes N.P.A. = No Price Available, T = Top, C = Centre, B = Bottom, L = Left, R = Right.

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