

# THE 1773 CHESTERFIELD

Winchester Heritage Edition  
A Maker's Booklet



Leather...so soft...so beautiful



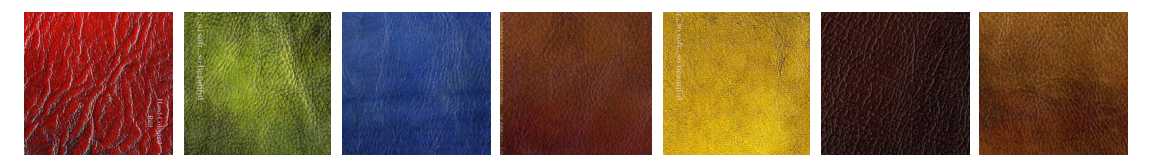
Winchester Furniture  
Guardians of Quality



  
**Winchester Furniture**  
*From The Craftsman To The Customer*

The 1773 Chesterfield, Winchester Heritage Edition, was created to honour the origins of Britain's most iconic sofa and to preserve the craft lineage that shaped it.

In a world where speed and mass-manufacture dominate, Winchester set out to build a Chesterfield that restores the integrity, discipline and artistry of the original 18th-century makers. This booklet explains why the 1773 exists, what it represents, and why Winchester chose to produce it now.



## Why This Chesterfield Had to Be Made

The Chesterfield has been diluted over time.

Winchester created the 1773 Chesterfield to reverse that decline.

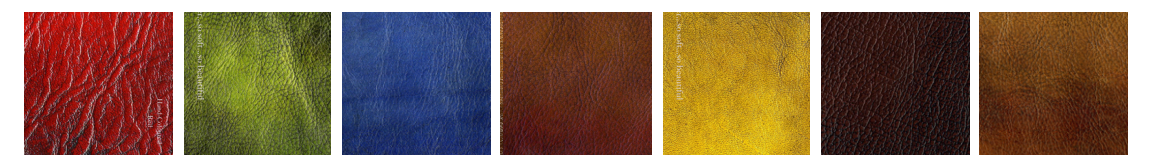
This model is not a reinterpretation.

It is a reinstatement of the principles that made the Chesterfield a British cultural artefact.

The 1773 exists because:

- The original craft was disappearing
- The market was flooded with imitations
- The true Chesterfield deserved protection
- British upholstery needed a benchmark
- Heritage must be preserved through practice, not nostalgia

The 1773 is Winchester's answer to all of these.

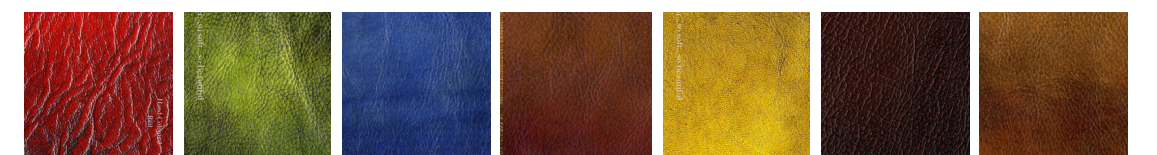


## A Return to 18th-Century Principles

The earliest Chesterfields were built slowly, deliberately, and entirely by hand. They were shaped by makers who understood timber, leather, tension and proportion. The 1773 Chesterfield restores those principles:

- Hand-joined hardwood frame
- Deep buttoning shaped entirely by hand
- Scroll arms formed using traditional padding techniques
- Double piping replacing modern studwork
- Proportions based on early Chesterfield silhouettes

Every detail is intentional.  
Every method is historical.  
Every piece is a continuation of the original craft lineage.



## Preserving British Upholstery Heritage

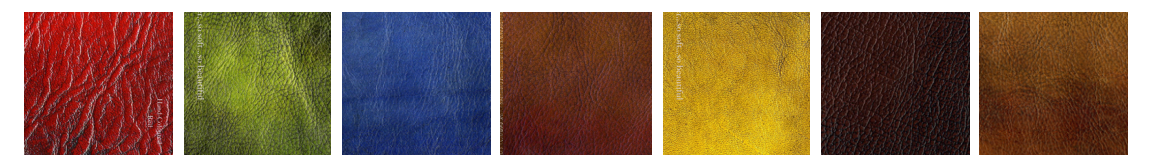
The Chesterfield is more than a sofa, it is a British cultural symbol.

But symbols only survive when their methods survive.

Winchester produced the 1773 Chesterfield to act as a living archive:

- A demonstration of authentic deep-buttoning
- A reference for correct scroll-arm shaping
- A record of hand-tied construction
- A benchmark for proportion and tension
- A model that future makers can study

The 1773 is not simply made, it is documented, preserved, and passed forward.



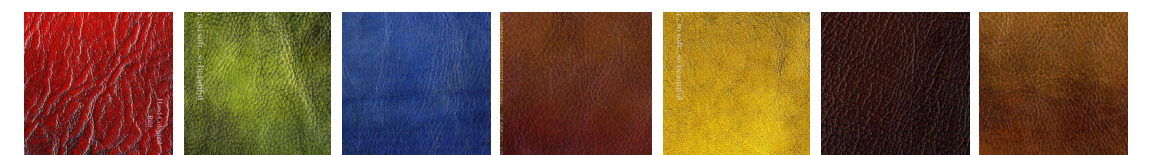
## A Statement Against Mass-Manufacture

The 1773 Chesterfield is intentionally slow to make.  
It rejects the efficiencies of modern upholstery in favour of the integrity of traditional craft.

Winchester produced this model to show that:

- Craftsmanship still matters
- Materials still matter
- The maker's hand still matters
- And the Chesterfield deserves more than shortcuts

The 1773 is a declaration that heritage is not a style, it is a standard.



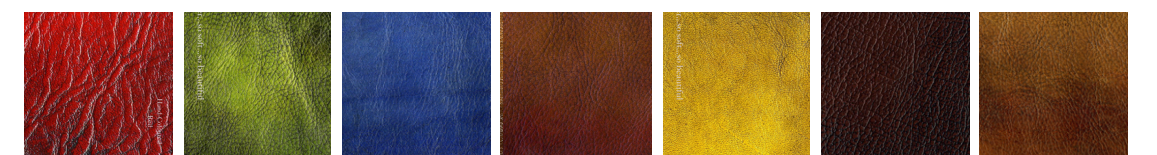
## Built to Outlast Its Era

The 1773 Chesterfield is designed not for seasons, but for generations. Its frame, upholstery and detailing are built to mature, not deteriorate.

The model was created so that:

- It gains character with age
- It becomes an heirloom, not a purchase
- It reflects the values of the home it lives in
- It stands as a record of British craftsmanship long after trends fade

This is furniture with a future, because it honours its past.



## Why Winchester Made the 1773 Now

The timing matters.

Winchester produced the 1773 Chesterfield because:

- The market needed a true heritage benchmark
- Customers deserved authenticity, not imitation
- British craft required a flagship model
- The Chesterfield's story needed protecting
- And the workshop had the skill, lineage and discipline to do it properly

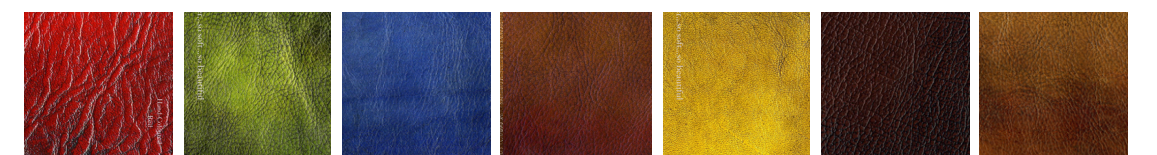
The 1773 is the model that re-establishes Winchester not as a retailer, but as a heritage British maker.



## The Purpose of the 1773 Chesterfield

In one sentence:

Winchester produced the 1773 Chesterfield to protect, preserve and elevate the true British Chesterfield for the next generation



## Closing Statement

The 1773 Chesterfield, Winchester Heritage Edition, is more than a sofa.

It is a commitment to craft.

A restoration of tradition.

A statement of identity.

And a promise that British upholstery will continue to be defined by the hands that make it, not the machines that replace them.

