

## Thoughts On The Nationalization Of Jewelry Design

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**Abstract:** China has a history of more than 5000 years, in which our the Chinese nation has accumulated a rich cultural heritage. As one of the five ancient civilizations in the world, China has formed its own set of cultural system, and Chinese classical aesthetics is a bright pearl produced in this period. In fact, up to now, it is impossible to completely determine which dynasty the Chinese classical aesthetics originated from, but the formation and development of the Chinese classical aesthetics are inextricably linked with the Confucian thought of “benevolence and righteousness” in ancient China. Confucius, as the founder of Confucianism, believes that “benevolence” is a kind of virtue and morality. Only when people regard “benevolence and righteousness” as the basis of communication, can the communication between people and the whole society enter the realm of beauty. This paper mainly explains the shortcomings of China’s jewelry industry at present. Then, by studying the concrete manifestations of the three concepts of “simplicity”, “harmony” and “artistic state” in Chinese classical aesthetics, this paper explores the application of traditional Chinese aesthetic ideas about modern jewelry design technology, so as to improve the present situation of modern jewelry industry in our country and open up a road to jewelry development with national characteristics.

China’s jewelry industry began in the 1980s, in these 30 years, China vigorously introduced foreign advanced production technology and actively absorb foreign advanced management concepts. At the beginning, it was still operated manually in the manual workshop, and now it has realized the modern production mode of rapid production by using science and industrial technology, and the progress it has made is not amazing. Although China’s jewelry industry has undergone dramatic changes in these years, behind what seems to be a good situation, many problems begin to emerge gradually. The biggest problem is that the homogenization of China’s jewelry industry is too serious. In the design of the products, there is no our own characteristics and innovation or national culture; instead, most of the jewelry is to imitate the jewelry styles of western countries, or to imitate the jewelry styles of Hong Kong, Taiwan and other regions. On the one hand, because the jewelry design of our country does not have its own characteristics, the product design is relatively backward. On the other hand, the jewelry design lacks the rich traditional culture of our country, thus the brand image of the jewelry enterprise of our country has been affected to a great extent. In the competition of the world market, the status of China’s jewelry enterprises began to be impacted. Therefore, it is very important to quickly and effectively find a way to get China’s jewelry industry out of the predicament it is facing at this time. The fact tells us that the way for China’s jewelry industry to get rid of the predicament is based on its own culture, in order to further form their own product style. The world’s well-known jewelry brands, such as Cartier, are based on their own national culture, and then find their own product characteristics and style, in order to be successful for so many years. This is not simply to add several symbols of traditional culture to the manufacturing process of the product, but to go deep into the traditional culture of our country to explore the essence of our culture. This requires designers to have a comprehensive and deep understanding of China’s traditional culture, and then design products on this basis.

The main focus of the research of aesthetics is the essence of the word “beauty” and its meaning, which is to explore the concrete things to find the abstract part of it. Specifically, it is through the study of the surface art form of things to study the law of beauty and people’s aesthetic consciousness. The source of aesthetic consciousness in Chinese traditional art design and Chinese traditional aesthetic thought, jewelry as a kind of decoration, as a concrete manifestation of the

abstract concept of art, itself is closely related to the word “beauty”. Through the understanding of ancient Chinese poetry, poetry, music and other arts, this paper summarizes the concept of “beauty” in Chinese traditional aesthetics and people’s aesthetic consciousness, that is, the words “simplicity”, “harmony” and “artistic state” in Chinese traditional aesthetics, which are flowing with the blood of Chinese traditional national culture in the process of their formation. Through in-depth interpretation and reasonable use of it, we’re to explore a correct way for the jewelry design of our country.

## **1. Shortcomings of China’s jewelry industry**

1.1 The style is single and the design is backward. The rapid development of China’s jewelry industry has not lasted for a long time. After the reform and opening up, China’s jewelry manufacturers have consistently followed the manufacturing model of foreign countries, and have not integrated their own characteristics. On the other hand, jewelry sellers do not have relevant jewelry design talents or lack of relevant design personnel, and even if they find that some negative changes have taken place in the jewelry industry, they cannot respond effectively, and in shopping malls or jewelry stores, jewelry sellers buy goods directly from jewelry manufacturers, so there is a situation in which jewelry manufacturers produce what styles of jewelry, and jewelry sellers sell what styles of jewelry they sell, so that in the market are popular are some single style, no new, no cultural characteristics of their own products. At the same time, because jewelry manufacturers receive so many orders that they only pursue mass production rather than quality, when faced with the rapid expansion of the market, jewel makers simply want to meet the needs of major sellers. There are no reasonable design changes, no timely transformation of design ideas, just copy the design patterns of foreign countries. In the end, China’s jewelry industry only occupies the low-end market, and most of the high-end market of jewelry design is occupied by foreign countries. The lack of novelty in product design is the root cause of poor jewelry sales in our country.

1.2 Consumers have a low degree of recognition of domestic jewelry. In the new era, consumers have developed a sense of visual fatigue to the jewelry at home. The jewelry with no new ideas can no longer satisfy the eyes of consumers, and consumers begin to focus their attention on jewelry abroad. Consumers would rather pay a higher price for jewelry abroad than buy low-priced jewelry at home. The low degree of consumer recognition is the direct reason for the poor sales of jewelry in our country.

## **2. Thoughts on solving problems existing in China’s jewelry industry**

In fact, throughout the development of the entire jewelry industry, there are many such problems, and the phenomenon of copying in the design of products is serious, especially without the design of their own national characteristics. From a small point of view, such problems will affect the image of jewel makers themselves, and broadly speaking, will make the situation of the jewelry industry more and more serious. In order to fully improve this situation, we should sum up from the following aspects:

2.1 Take simplicity as a kind of beauty. The word “simplicity” comes from Taoism, whose proposition is inaction, which embodies indifference to fame and wealth, mediocrity and simplicity, and in which the idea is that beauty is not the pursuit of splendor, while simplicity is the natural beauty of objects. The pursuit of splendor will only make the product flashy. The same is true of people, that is, with an indifferent attitude and a simple state of mind to deal with people, only extreme freshness can be simple, and only simplicity can be followed by beauty of all kinds. The pursuit of the beauty of “simplicity” is the natural beauty of things. Although jewelry handicrafts have to be carved artificially, designers should look for inspiration from nature and between mountains and rivers, and should conform to the laws of nature, but not leave traces of unnatural carving on it. The requirement of taking “simplicity” as the beauty is that jewelry handicrafts do not decorate too much in the process of production, too gorgeous surface has been unable to meet the eyeballs of modern consumers. With the development of society, consumers have begun to pay

attention to the beauty of things themselves, so the decoration of goods should be changed from luxury to frugality, from more to less, so as to reflect the material structure of goods. Looking back on history, the furniture of the Ming Dynasty can be said to be the ultimate pursuit of simplicity and beauty. The decorative inspiration of Ming-style furniture comes from multiple sources and the plant shape in nature. The materials are basically natural wood, and the appearance is not decorated. On the whole, it reflects the feeling of natural beauty, such as simplicity, uprightness and so on. In jewelry design, all kinds of materials involved, such as gold, silver, diamonds, and so on, each of which has its own essential aesthetic feeling, the designer needs to carefully speculate on the different characteristics of different materials. Skillfully combine the subtle relationship between them, so that the beauty of all kinds of materials will not have a sense of disharmony after the combination, to make people have a very comfortable feeling. Of course, in decoration, we should try to follow the principle of less abuse, reflecting the Chinese-style "simple" beauty.

2.2 Take harmony as a kind of beauty. The word "he", or "harmony", comes from Confucianism. The core thought of Confucianism is "rites". Etiquette is the father's filial piety and brother's love. Only in this way can we make the society harmonious and stable. It also gives rise to the beauty of "neutralization". The concept "he" means "harmony", that is, a state of harmony between things, which requires that there is no "over" or "inferior" state between the two or among more of the opposites, and it also means "the beauty of neutralization". In jewelry design, when designers combine all kinds of materials, they should not only retain their essential beauty, but also reflect their combined beauty, and the relationship between "harmony" reflects people's visual effect. We should make people feel that there is a coordinated relationship between things, such as the color or volume of things, and then adjust according to this principle to achieve the overall "neutralizing beauty".

2.3 Stress the beauty of artistic state. The concept of "artistic state" is more complex, and artistic state is influenced by Buddhism and ancient Taoist ideas in the process of its formation, because there are many influencing factors in the process of its formation, coupled with the fact that it is an abstract word in itself. So it's hard for people to understand. As a unique aesthetic category of our Chinese nation, artistic state is involved in poetry, painting and garden appreciation in ancient China, and because of the exploration of its artistic state, these aspects coruscate a rich national color. artistic state is divided into virtual and real two aspects, reality refers to carrying emotional things, such as the ancient flowers and trees, good rivers and mountains, these are the ancient literati ink to express their feelings with the help of things; Emptiness refers to the imagination that people arouse from the reality. The scene described by some literati when they write words is not actually happening, but they carry on the imagination according to the things in front of them. Then it is expressed in the form of poetry and poetry. Virtual conception comes from reality, it determines the aesthetic effect of the whole artistic state. In the design of jewelry, we should also pay attention to the combination of virtual and real. First, we should first construct the image, which is the surface of the things we see, it represents the reality, the image represents the scene, the designer needs to integrate the emotion into it, and the emotion here is not an abstract thing such as emotion. It is the feelings of the national culture of the motherland. Second, after the construction of the image is completed, the designer should consider how the images in the space should be skillfully connected, only to consider all these steps, in order to make the final work have a very high aesthetic effect and artistic status.

## **Conclusion**

Through the research and exploration of traditional Chinese culture, this paper further seeks for the modern way of expression in line with the aesthetic standards of the Chinese people, and then discusses the three aesthetic concepts of "simplicity", "harmony" and "artistic state". On the one hand, it aims to express the excellent cultural traditions behind these three words, and second, we can study how these aesthetic concepts should be better integrated into the design of jewelry, explore the characteristic culture of our nation in practice, and strive to produce works that meet the aesthetic standards of the Chinese people.

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