

# *Analysis on the Application of Traditional Pattern Elements in Modern Jewelry Design*

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**Abstract:** With the rapid development of modern technology and culture, jewelry has gradually become the consumer goods favored by consumers from the initial collection of value-maintaining luxuries. In the bottleneck stage of modern jewelry design, more and more designers and brand planners gradually turn their eyes to traditional culture, hoping to achieve new development direction of modern jewelry design. Propitious grain as part of the Chinese traditional culture since ancient times has applied to live objects as the function of decoration. In recent years, the domestic jewelry design also varying degrees of some traditional decorative patterns used in jewelry design. Aiming at this point, this paper attempts to describe traditional propitious grain in the use of modern jewelry design, explores the propitious decorative jewelry design reference in the process of the problems, and puts forward reasonable suggestions for improvement.

The traditional culture of the Chinese nation has a long history and riches in content and profound in meaning, which highlights the national characteristics. The application of Chinese traditional culture in modern jewelry design can inherit and develop Chinese traditional culture on the basis of innovative jewelry design.

## **1. Overview of Chinese traditional patterns**

Most of the patterns come from the cultural traditions and national habits of each nation. Folk customs are the essence of the traditional culture of the Chinese nation. Folk culture and national culture are not exactly the same, but they have certain connections and commonness. It can be said that pattern is the concentrated reflection of these national cultures, while pattern in a broad sense refers to the design of the shape, color and structure of an appliance. That in each region or ethnic minority everywhere can see a variety of patterns, patterns always can be witnessed as the main body of the public. Our country is a multi-ethnic country, and each nation has its own cultural development and social customs. So our country has a rich and colorful folk culture, it also represents the diversity of traditional Chinese patterns.

In the narrow sense, patterns refer to the patterns and colors that play a decorative role on some kind of utensils or costumes, which have been valued and loved by people all the time. Pattern is a kind of the expansion of the content and form of painting, painting is expressed in the paper, but the pattern needs to be drawn on cloth, clothing or items such as appliances, thus improving the carrier of aesthetics and culture value, that is to say, grain appearance only expressed in the carrier must

have cultural value and aesthetic meaning. At the same time, patterns also come from folk culture. We know that the development of national culture has certain historical and objective characteristics, reflecting the essence of people's evolution, creation, innovation, transmission and inheritance along with history.

Chinese traditional pattern is an important part of the traditional art of every nation in China. It is also a concentrated reflection of national culture and custom. Different patterns show great differences in the meaning and value of traditional culture, and the range of subjects of Chinese traditional patterns is very wide. The customs, religious beliefs, historical development and literary value of different regions all influence the implied meaning of the patterns. That is to say, the meanings and implied meanings of different patterns are quite different. These patterns also show the love of life and the yearning for a better life of all ethnic groups in China. Some patterns and patterns of expression also represent good luck or happiness and well-being and other good implication, these patterns and modern jewelry organic combination by the masses of love and recognition.

Traditional pattern content extremely broad, and represent the various periods of social development and the stage of social situation. They reflect the level of social system, economic development and political and cultural levels. And they are closely related to people's production and life style. Patterns reflect people's folk customs and have certain regional or national characteristics. With the continuous improvement of people's living standard and living quality, people's aesthetic consciousness is also continuously improving. For aesthetic appreciation, people tend to be more flexible and artistic in jewelry design. That is to say, people's diversified needs promote the vigorous development and continuous innovation of jewelry industry.

## **2. Status quo of modern jewelry design**

### **2.1 Current situation of contemporary jewelry design in China**

After thirty years of rapid growth of China's jewelry industry, jewelry has become an indispensable part of the consumer market in terms of market capacity and market size. However, China's jewelry design shows the characteristics of simplification. From the perspective of the popularity of gold jewelry to the gradual replacement of platinum jewelry, the design of other materials is ignored, so that the selection of materials in jewelry design is limited to a few types of materials. As for jewelry styles, they should be varied, but because consumers usually prefer popular styles, many jewelry styles are similar and lack new ideas. In addition, the way of jewelry design in China is mainly manual production, so the degree of refinement of jewelry needs to be improved. However, the jewelry produced by using molds lacks design style. The originality of jewelry design is not high and the design style is single. In addition, some excellent jewelry designs are quickly imitated and copied, bringing serious losses to jewelry designers' interests. All these factors hinder the development of jewelry design in China to some extent, and discourage jewelry designers' confidence in design.

### **2.2 Current situation of contemporary jewelry design at abroad**

Compared with China, many foreign countries have higher standards of jewelry design because of their higher living standards and high overall quality of designers. In jewelry design, designers aim at innovation. In addition, rich foreign resources help to apply all kinds of materials in jewelry design. Foreign designers to design to lead the fashion trend, through innovative design concept to achieve the popularity of jewelry. In addition, foreign countries attach great importance to the protection of jewelry design, so plagiarism rarely occurs. Therefore, the effect of foreign jewelry design brand is significant, that is, each brand of jewelry has its own unique design style.

### 3. The application of traditional pattern in modern jewelry

We can see from the sources of traditional patterns and patterns in ancient China that among these patterns, dress patterns account for a large proportion. As far as the relationship between ancient Chinese traditional patterns and traditional dress patterns is concerned, there is no doubt that the two are contained in the included, complement each other to carry forward the relationship. Chinese traditional patterns are the essence of Chinese traditional culture. No matter how their forms and styles change in different historical periods, they strongly highlight the national spirit of the Chinese nation and its strong desire to pursue a better life.

Chinese traditional patterns are widely used in jewelry design. Patterns, shapes and colors can all be used in modern jewelry design. Different patterns are combined with ingenious design and craft. Most of the traditional patterns have their own complete structure. With reasonable treatment, induction and addition, unique jewelry can be created.

#### 3.1 The use of animal patterns

From the simple patterns of primitive society to the simple and bold patterns of bronze vessels in the slave society, to the exquisite and repeated patterns of flowers, birds, fish, insects, birds and animals in the feudal society, all of these are highly decorative. The animal patterns are a big branch. Designers often deconstruct and reconstruct the elements in these patterns, or intentionally exaggerate and distort them moderately, or simplify and refine them, and rearrange them, and then design the contemporary jewelry work which has the national characteristic and the individuality.

In the traditional decorative arts, bats are seen as a symbol of happiness, which is similar to "Fu" in Chinese. When bats fly, they will be regarded as a symbol of "jinfu", representing people's wish for happiness from heaven. "Five-fu holding life", is a kind of good wishes of people, in the gold and silver jade ornaments this pattern is the most common, it and longevity peach and other patterns were used in the children's gold and silver lock, meaning longevity, happiness and well-being. And dragon pattern design in practical application, has always been a symbol of authority and power, its protruding forehead represents wisdom, antlers, forgiveness, and longevity symbol dent diligent and kind, and so on, to say the dragon pattern is for all my best hope for a collection of ancient people, but more galley, by contrast, the phoenix bird is more with the human, has "the birds pay homage to the king", since ancient times and the phoenix bird is not only a symbol of auspicious happy happy happiness also is a symbol of love. The Bat pattern is regarded as the symbol of happiness in the traditional decorative art., using "bat" homophonic "blessing". When the bat flies, it will be regarded as the symbol of "entering happiness", which represents people's wish for happiness to come from heaven. "Five blessings holding longevity", is a good blessing. In gold, silver and jade decoration in this pattern is the most common. It is used in children's gold and silver locks together with peach and other patterns, implying long life, happiness and well-being. The dragon pattern has always been used as a symbol of authority and strength, its protruding forehead represents wisdom, its antlers represent the state and longevity, and its horse teeth symbolize diligence and kindness, etc. It can be said that the dragon pattern is the ancient people's collection of all good hopes, but it is more dignified. In contrast, the phoenix bird is more humane. Since ancient times, it has been said that "birds of all kinds pay homage to the Phoenix." The Phoenix Bird is not only a symbol of good luck and happiness is also a symbol of a happy love.

In modern jewelry design, there are often jewelry with dragon and phoenix themes, such as dragon and phoenix bracelets worn by children, dragon and phoenix rings worn by couples, etc. Dragon and Phoenix, as the most representative totem and pattern in China, is not only valued by the Chinese people, it is also an unavoidable symbol in jewelry design, and international brands such as Cartier have also introduced a series of jewelry such as dragon watches, dragon pendants,

and so on.

### 3.2 The use of personification pattern

In traditional Chinese patterns, story patterns such as Feitian pattern, Gaoshi pattern, farming pattern, Wulun pattern, Eight Immortals pattern, heavenly god blesses the people, Cowherd and Weaving Maid are often used in modern jewelry design. For example, the The weaver girl and the cowherd pattern is often used in silver jewelry as an emoji for men and women on traditional Valentine's Day. The flying pattern is often used in jewelry as an accessory. And Wulun drawings are often carved into specific patterns of flowers and birds, carved and decorated in necklaces, bracelets, rings, brooches and so on.

### 3.3 The use of Chinese characters

The writing pattern is one of the patterns that often appeared in ancient clothing. Among them, the Fu Character, the Xi character, the Hui character, the swastika character, the auspicious cloud, the water character, the twelve-chapter pattern, the four-arts pattern, the eight diagrams pattern, the sea-water pattern, the Jiangya pattern, the mountain-stone pattern and so on are also often used in modern jewelry design. Among them, the auspicious cloud pattern can also be said to be one of the most widely used patterns. Since the auspicious cloud torch, the auspicious cloud pattern has appeared more in daily decorations. For example, rings, bracelets, pendants and even pendants designed with auspicious cloud patterns are common, while water patterns, Bagua Patterns, seawater patterns and swastikas appear more frequently in our field of vision.

It can be seen that in modern jewelry design, traditional patterns have become an important source of inspiration for jewelry design, and what we should do is to bring forth the new on the basis of predecessors, combine the spirit of the times, and create new Chinese fashion.

## 4. Conclusion

To sum up, Chinese traditional patterns are the essence of Chinese traditional culture and an important part of China's excellent traditional culture. After thousands of years, they still have distinct vitality and vitality. With the passage of time, people's aesthetic value has been constantly improved. The integration of traditional elements and modern elements in jewelry design not only provides positive impetus for the sustainable development of jewelry design industry, but also promotes the traditional culture of China.

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