

# Discussion on Artistic Features of Fashionable Dress-jewelry

Xiaowei Yuan

Shandong University of Arts  
Jinan, China

**Abstract**—The origin of fashionable dress-jewelry arises with the emergence of human origin, and in the most primitive human jewelry, we can see the shadow of fashion dress-jewelry. But fashion dress-jewelry didn't come into being until 1820s, the decorative art period. The concept of fashion dress-jewelry was put forward by the fashion master Coco Chanel for the first time. The greatest feeling of fashion dress-jewelry is that it has a strong visual impact, unique design, material and manufacturing processes changing, rich colors, but also the pursuit of artistic characteristics. In this paper, it aims to discuss the characteristics of fashion dress-jewelry from the perspective of material, function, design, technology and wearing manner.

**Keywords**—fashionable dress-jewelry; design; material; function

## I. INTRODUCTION

China is a country with a long history and splendid civilization. From the Chinese civilization five thousand years ago to the Tang and Han Dynasties, from the four great inventions to China's ceramics and silk, Chinese civilization once dominated the world, and thus goes to the world. The domestic jewelry manufacturing industry once made great achievements on the world history. Taking the perfume satchels unearthed in the underground palace of Famen Temple as an example, they possess the exquisite design and techniques which are far more advanced than those of other countries. This shows that the jewelry manufacturing industry of our country has achieved the height beyond reach of other civilizations in the Tang Dynasty. However, with the development of economy, at the same time when our ceramics, silk and other work of art still dominate the world, the Chinese jewelry industry began developing more and more slowly. When it came to the middle 19th century, France, America, Italy and other countries have become the centers of world jewelry industry and the three big enterprises have successively appeared during this period which is still dominating the world jewelry industry: Cartier, Tiffany and Bvlgari. When the European jewelry industry is gradually realizing the industrialized production model, the jewelry industry of our country still continues the measure of workshop manufacturing. Until the end of 1990s, after over 20-year development of Chinese economy under the reform and opening-up policy, the domestic jewelry industry began to appear the sprout of industrialization and it ushered in the decade of break-through development of Chinese jewelry industry from here.

Although today the Chinese jewelry still cannot compare with the countries with great jewelry industry in the world, it is integrating with the world gradually during the realization of industrialization. This can be seen from the appearance of new jewelry classification which is the fashionable dress-jewelry.

## II. FEATURES OF FASHIONABLE DRESS-JEWELRY

There is no clear academic concept for fashionable dress-jewelry. It is the jewelry with optional materials, variable wearing methods, special and exaggerated design, closely matching with the fashionable dress and suitable for market sales. The brightest feature is the emphasis on the decoration.

In details, the type features of fashionable dress-jewelry are as follow:

### A. Wide Material Scope

Speaking from the material scope, the material can be precious metal (platinum, porpezite and gold, etc), rare gem and jade (diamond, corundum, jadeite, emerald and pearl, etc) and it also can be the manufactured gem, polymethyl methacrylate, ivory, ox bone, shell, plastics, resin, ceramics, bamboo, feather, plant products and fabrics, etc. The fashionable dress-jewelry can be independently made of the precious materials and can also be made of the comprehensive combination of precious materials and the cheap materials which has great creation space for the development and use of materials. Sometimes, only the diversity of material usage or the texture effects of materials can greatly enhance the artistry of jewelry, such as the primitive simplicity and stability of wood, special texture of fabrics, special texture of shell which all possess strong artistry. At the same time, the development and usage of various materials of fashionable dress-jewelry also enriches the color schemes of jewelry which enables the jewelry to get rid of the limitation of simplex yellow and white colors except for the color effects created by the mounted gem and possess stronger emotional colors.

### B. Variable Wearing Measures

From the wearing measures, the fashionable dress-jewelry breaks through the original wearing concepts for jewelry. It stresses the comfort of wearing but focuses more on breaking with convention and creating a new style. One of the four major elements of traditional jewelry is comfortable wearing and stresses that the jewelry must comply with the human body functions and shall be wore comfortably. This is much more

important that the artistry of jewelry in traditional jewelry concepts. However, the fashionable dress-jewelry breaks this traditional concept and it shows that the comfortable wearing is certainly important but the decoration is much more important. When there are conflicts between decoration and comfortable wearing, the decoration will be put on higher position than the comfort. Therefore, the varied wearing measures of fashionable dress-jewelry are exactly due to this reason and create much newfangled jewelry such as fingernail rings, etc. The fashionable dress-jewelry also requires certain styles of fashionable dress to match with it. The jewelry in certain wearing measure needs to allow the clothes for such wearing measure to set off the jewelry. Therefore, sometimes the fashionable dress-jewelry and the fashionable dress are integrated as one which is manifested as the shoulder girdle or decorations decorated by gem, etc..

### *C. Special and Exaggerated Design*

Although the breakthroughs on materials and wearing measures of jewelry greatly enhance the artistry of jewelry, as the most important link manifesting the artistry of jewelry, the design of fashionable jewelry even possesses distinct and special features. The mould of fashionable dress-jewelry is exaggerated and special. Its design usually is not limited to one type which can represent the trend of the times and is much different from that of the common commercial jewelry. The market positioning of fashionable dress-jewelry is not the common public consumers but is the fashion icon with distinct personality, special temperament, stressing on breaking with convention and creating a new style and advocating the individuality. At the same time, the usage of cheap materials also ensures the design to abandon the consideration on costs and give full play to the artistic imaginations to create more excellent works. If saying the traditional jewelry design stresses on “money”(because the traditional jewelry stresses on the precious materials) and the sales point is the precious materials, the fashionable dress-jewelry really stresses on the design and sale the “design” but not simply evaluate its values through its material costs.

### *D. Highlighting the Decoration Function*

Fashionable dress-jewelry has broken through the scope of traditional jewelry materials and promoted the important transformation for jewelry’s function. Traditional jewelry puts emphasis on maintenance of value and regards jewelry as the symbol of wealth and status, so the material must select and use precious metals and stones. Moreover, the expansion of the scope of fashionable dress-jewelry materials directly weakens jewelry’s function of maintaining the value and symbolizing the wealth and status and highlights the decorative function of jewelry.

### *E. Meet Business Requirements of Market*

In terms of market, fashionable dress-jewelry has become a wonderful flower in jewelry market because of its exaggerated and unique design and open and innovative material. With the improvement of material and spiritual life, people’s pursuit for beauty is getting higher and higher, and the jewelry market which is full of beautiful things in eyes but only owns a single

design has been unable to meet customer’s demands for jewelry decoration beauty. People are eager for this kind of jewelry to appear which not only can own unique design, but also can fully reveal themselves and reflect the individuality, and fashionable dress-jewelry is standing in the jewelry market with its unique figure. From the perspective of people’s consumption psychology, the application of precious materials in fashionable dress-jewelry avoids this kind of jewelry dropping into the ranks of cheap jewelry. Fashionable dress-jewelry can meet the requirements of the function that the traditional jewelry symbolizes the status and identity, meanwhile, its unique design and new wearing manner fully satisfy people’s aesthetic demands. Therefore, the consumer group of fashionable dress-jewelry is large and has very strong market promotion and popularity.

### III. THE DISTINCTION BETWEEN FASHIONABLE DRESS-JEWELRY AND OTHER CATEGORIES OF JEWELRY

In the jewelry industry, in addition to the existence of fashionable dress-jewelry category, there are other important categories of jewelry, such as: conceptual jewelry, commercial jewelry, artistic jewelry, imitation jewelry and so on. Each concept represents a different category, which has unique design style and positioning, and there are similarities and differences between the category of fashionable dress-jewelry and other categories.

Conceptual jewelry puts emphasis on innovation and the market created by it is in the future, and its value lies in the ability to predict and grasp the developmental and frontier jewelry market, so as to guide the mass consumption and public appreciation. Although fashionable dress-jewelry emphasizes peculiarity from design to material and wearing manner, it has less innovation than the conceptual jewelry. Besides, the market of fashionable dress-jewelry is not in the future but now, and it is not a kind of experiment and prediction but the living physical commodities. Fashionable dress-jewelry also needs to consider the psychology of sales and consumer and its commodity is much higher than the conceptual jewelry.

The biggest differences between imitation jewelry and fashionable dress-jewelry lie in “imitation”, and this kind of “imitation” is not only in the material, but also in the form of design, and the essence of imitation jewelry is just a kind of “fake” form in jewelry. For example, the material of imitation jewelry is the cheap material which is likely to create conditions and construct the effects which are similar to the precious jewelry, and micro dermal adopts plastic, resin or synthetic jewel, and the metal material is mainly made of copper by gilding to construct the effects of precious metals. Although the material of fashionable dress-jewelry is also made of plastic, resin or synthetic jewel, copper and all kinds of alloy, fashionable dress-jewelry uses the most primitive and natural condition of material when it utilizes these materials, instead of using these materials to imitate the natural precious jewels or metals through chemical reactions. Therefore, fashionable dress-jewelry and imitation jewelry are fundamentally different, and it is no reason to confuse them together.

Artistic jewelry is a kind of jewelry category, which pursues the effect of sculpture for jewelry. Artistic jewelry pursues the pure artistry and strongly expresses the artistic ideas of designers and producers, and has a strong artistic appreciation. However, just because of the persistent pursuit for art, it is difficult for artistic jewelry to take mass consumer psychology into account and it also does not care about whether the made jewelry can be sold in the market. Therefore, artistic jewelry is more like a piece of art, a collection, and a sculpture than a piece of jewelry. The biggest differences between fashionable dress-jewelry and artistic jewelry are the commercial character, and the commercial character of fashionable dress-jewelry is higher than that of artistic jewelry and it requires the work to be practical and to reflect its own use value.

Commercial jewelry refers to the commercialized jewelry which is popular in the market at present. Commercial jewelry is the social and economic foundation of high-level creative design, and also a required course for jewelry design majors. The typical commercial jewelry needs to be considered the restriction and influence for several aspects, including: commercial interests of jewelry, mass consumption level, the value of jewelry and people's aesthetic psychology and so on. It can be seen that the market positioning of commercial jewelry for pursuing absolute commercial interests makes its design model and material usage meet the requirements of mass consumption psychology, and its design can not do something unconventional or unorthodox. The material embodies the maintenance of value function and function of symbolizing wealth and status, and its consumer groups are mass consumers. However, the consumer groups of fashionable dress-jewelry are the fashionable personages who pursue personality and innovation, and they refuse the singleness and homogeneity and require publicize individuality and express themselves, so they prefer to the fashionable dress-jewelry with exaggerated design, novel material and unique wearing manner.

#### IV. THE IMPACTS OF THE DEVELOPMENT OF FASHIONABLE DRESS-JEWELRY ON CHINESE JEWELRY INDUSTRY

Before the appearance of fashionable dress-jewelry, commercial jewelry plays an absolute monopoly in China's jewelry industry stage. Although there are different styles of jewelry, such as artistic jewelry and conceptual jewelry, it is difficult for them to be successful in the stage of jewelry industry because of their narrow-mindedness. Until the appearance of fashionable dress-jewelry, it really improves our jewelry industry. The fashionable dress-jewelry not only has a high artistry, but also takes the commercial demands into account, which makes Chinese jewelry industry find a balance point between art and commerce. At the same time, the double track development of commercial jewelry and fashionable dress-jewelry also realizes the combination of commerce and art of jewelry, that is: develop commercial jewelry, meet the demands of ordinary people, realize the output value and provide with an economic base and industrial platform for perfecting and improving the design level of Chinese jewelry; develop fashionable dress-jewelry, seek artistic breakthrough, lead new heights of jewelry design, improve the design level of

commercial jewelry and further promote the development of jewelry industry.

Design itself determines market positioning, on the contrary, market positioning also affects the design. Whether it is fashionable dress-jewelry or conceptual jewelry, artistic jewelry, imitation jewelry and commercial jewelry, the biggest differences between them lie in the design and the positioning of design style, and these distinctions are more often shown through the forms of market, which manifest the different market positioning and consumer groups. In fact, jewelry is also a kind of product, and the development of any kind of product needs the branch of different market positioning to replenish, enrich, drive or even push. The branches are different for various types of jewelry, in addition to the conceptual jewelry, and all branches have occupied a certain position in the market. The jewelry market can be prosperous and rich by their common development and existence.

#### V. CONCLUSION

As a new jewelry category, fashionable dress-jewelry has exaggerated and unique design and varied wearing manners and combines with fashionable dress closely; the scope of its material almost covers all kinds of material categories and breaks the restrictions of traditional jewelry on the precious metals and precious jewelry and jade materials; the function of fashionable dress-jewelry is more single, and it no longer carries jewelry's value function and function of symbolizing wealth and status and has been transformed into a pure decorative function, which embodies the artistic taste and sentiment of life of wearer; the appearance of fashionable dress-jewelry breaks the situation where commercial jewelry occupies the leading position, and caters and satisfies the requirements of fashion group for the artistry of jewelry. The appearance of fashionable dress-jewelry has realized the development of the double track system in our jewelry industry. Commercial jewelry realizes the main output value and fashionable dress-jewelry guides the level and height of jewelry design, which have promoted the level of whole jewelry industry. Therefore, it is of great significance for China's jewelry industry to effectively guide and promote the development of fashionable dress-jewelry.

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