

# Discuss the Traditional Art in Modern Jewelry Design

Jiayi Shi

Tell: 18629553008; Email: 275848451@qq.com

Shaanxi Institute of International trade & commerce, School of gemology, Xi'an City, Shaanxi Province,  
712046

Adress: No. 35, United West Road, Fengxi New Town University Park, Xi Xian New District, Xi'an  
City, Shaanxi Province

**Abstract.** Innovative zodiac Hetian jade jewelry is the traditional Chinese zodiac culture and Hetian jade as the carrier, standing in modern times. People's aesthetic perspective re-examines the traditional culture and designs it with the unique forms of expression. It infuses the sense of The Times into the traditional zodiac jewelry and interprets Oriental culture with western aesthetics, integrates traditional art and modern design style, makes its shape fashionable and delicate and has beautiful meaning, and creates Oriental jewelry that combines culture and aesthetics.

**Keywords:** tradition; Hetian jade; sense of time

## 1 Introduction

Since the 21st century, with the development of social civilization and technology, jewelry has gradually entered the public eye. Jewelry has not only become a luxury product for collection and preservation, but also a daily consumer product. Walking into the shopping mall, in the dazzling and fashionable jewelry counters, people can see some modern accessories, which often use a lot of traditional patterns. These traditional decorative patterns have specific meanings, such as good luck, happiness and warmth. Everyone is a member of the society and the inheritor of culture. People should study traditional culture with a scientific, rigorous and meticulous attitude, and skillfully combine traditional culture with modern jewelry to provide greater development space for jewelry creation.

## 2 The source of the twelve Chinese zodiac signs

About the zodiac has such a well-known legend: long, long ago, the Buddha called all the animals attended the world, the earliest twelve beasts will be as twelve years in the world in the day, the earliest, so twelve years it ranked first, followed by cattle, tiger, rabbit, dragon, snake, horses, sheep, monkey, monkey, chickens and dogs, pig as the last, so only at the end of the zodiac<sup>[1]</sup>.

These legends belong to the legends, and can not find a credible factual basis, we do not know whether it is true or not. The Chinese zodiac is also called the twelve-year beast. In the Chinese calendar, the twelve annual animals take turns, so rats, cattle, tigers, rabbits, animals, dragon, snakes, horses, sheep, monkeys, chickens, dogs and pigs are used in the Chinese calendar. In

order to make the years more convenient, people use the zodiac animals corresponding to the twelve days of the day (see Table 1).

**Table 1.** Annual table of heaven and land branches

Jiazi 1924 rats	Jiashen 1944 monkey	Jia Chen 1964 dragon	Jiazi 1984 rats	Jiashen 2004 monkey
B Chou 1925 cattle	B-You 1945 chicken	B si 1965 snake	B Chou 1985 cattle	Yi You 2005 chicken
Bingyin 1, 926 tiger	Bingxu 1946 dog	C-noon 1966 horse	Bingyin 1, 986 tiger	Bingxu 2006 dog
Ding Mao 1927 rabbit	Dinghai 1947 Pig	Ding Wei 1967 sheep	Ding Mao 1987 rabbit	Dinghai 2007 pig
Xuchen 1928 dragon	Xuzi 1, 948 rats	Wushen 1968 monkey	Wuchen 1988 Dragon	Pentzi 2008 rat
Have already been 1929 snake	Has been ugly 1, 949 cattle	Unitary 1969 chicken	Have already been 1989 snake	Has been ugly 2009 cattle
Gengwu, 1930 horses	Gengyin: 1, 950 tigers	Gengshu 1970 Dog	Gengwu 1990 horse	Gengyin 2010 Tiger
Xin Wei 1931 sheep	Xin Mao 1951 rabbit	1911971 Pig	Xin Wei 1991 sheep	Xin Mao 2011 Rabbit
Renshen 1932 monkey	Renchen 1952 Dragon	Renzi 1972 rats	Renshen 1992 monkey	Renchen 2012 Dragon
Guiyou 1933 chicken	Guisi 1953 snake	DecChou 1973 cattle	Guiyou 1993 chicken	Decai has been a 2013 snake
Jiaxu 1934 Dog	1954 Horse	Jia Yin 1, 974 Tiger	Jia xu 1994 dog	2014 Horse
Yihai 1934 pig	B Wei 1955 sheep	Yimao 1975 rabbit	Yihai 1995 pig	B Wei 2015 sheep
Promagon 1936 mouse	Bingshen 1956 monkey	C-Chen 1976 Dragon	Almagon 1996 mouse	Bingshen 2016 monkey

### 3 The application of the Chinese Zodiac in modern jewelry

#### 3.1 Pure gold and twelve Chinese zodiac jewelry

Gold has been loved by people as a symbol of wealth since ancient times. Wearing gold jewelry in the shape of the Chinese zodiac is not only a memorial but also a beautiful meaning of happiness and blessing see Figure 1



**Fig. 1.** Thousand feet golden zodiac hand said

### **3.2 k Gold Zodiac jewelry**

Zodiac jewelry made of k gold is rich in color and more exquisite Figure 2, and it is relatively cheap in precious metals and can adapt to a wider range of consumer groups. K gold jewelry is not only not like gold, but also not as easy to oxidation as silver jewelry, so it is more suitable for inlaid gems.<sup>[2]</sup>



**Fig. 2.** k Golden zodiac sheep brooch

### **3.3 Silver Chinese zodiac jewelry**

Silver jewelry has a certain role of attracting money and ward off evil spirits. The combination of Chinese zodiac and silver must have a good meaning. The price of silver and the quality metal toughness of silver make it make large zodiac jewelry, thus being more ornamental and visual shock Figure 3.



**Fig. 3.** Silver zodiac monkey pendant

#### **4 The combination of Chinese zodiac culture and Hetian jade jewelry**

Modern jewelry design must achieve the unity of practicality and appreciation. The significance of design lies in that it must conform to the aesthetic appreciation of the consumer public and come from and beyond tradition, so that it must constantly improve itself to enter the market. Innovative zodiac jewelry is even more so, twelve animal modelling, one thousand constant cultural meaning, combined with the history of Hetian jade material, using new design ideas, in the design of the design to consider the consumer public aesthetic and different from the previous zodiac jewelry, not fall in the conventional, make a person shine at the moment. At the same time, as the local culture of the Chinese nation, the Chinese zodiac must show the charm of the Chinese nation in the process of innovative design. Every year, many brands will launch the zodiac theme jewelry products, each brand or designer should have its own characteristics in technology and design, to avoid the emergence of similar modeling design, so as to have the core competitiveness in the market.<sup>[3]</sup>

##### **4.1 The use of the twelve Chinese zodiac shape system**

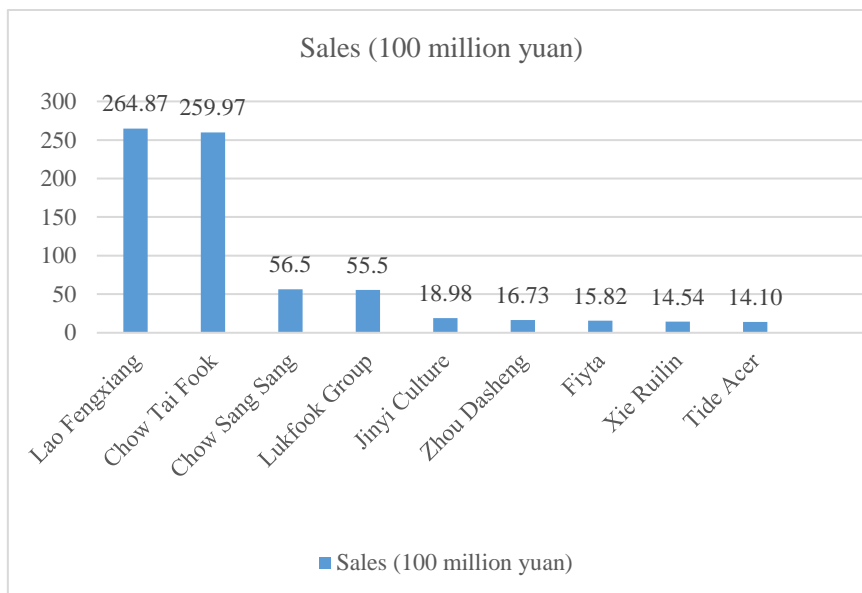
The so-called zodiac spirit essence is to fully understand the characteristics of the traditional pattern modelling (figure 4), on the basis of the connotation of refining its characteristics and combining with the color elements, symbol elements, etc., the elements arrangement, combination, combining new modelling, in the zodiac jewelry design designed modern and traditional collection of unique innovative products.



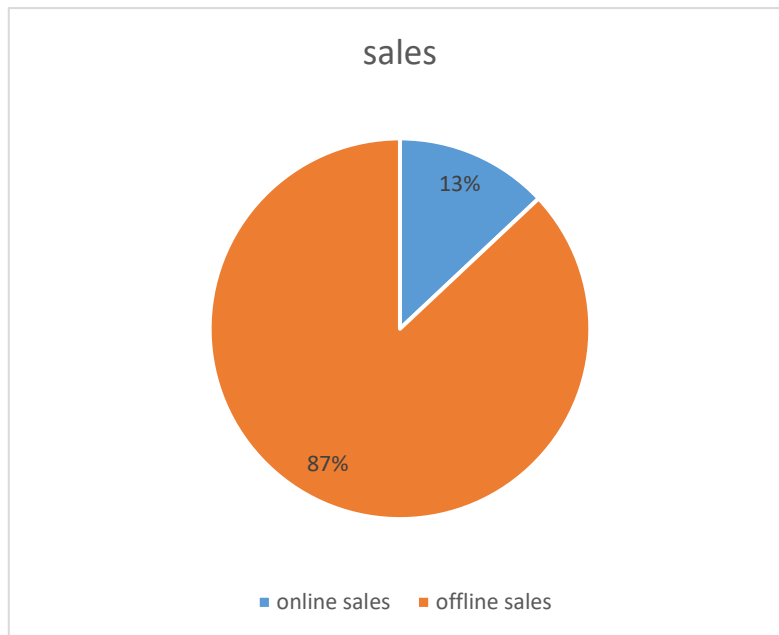
**Fig. 4.** Gold-plated sculpture "Twelve Chinese Zodiac animal head"

#### 4.2 2020 jewelry industry data analysis

In 2020, the total sales of jewelry in China reached 130 billion yuan, among which the online live streaming sales reached 113.1 billion yuan, accounting for 87% of the total sales. Therefore, it is concluded that the Internet era has promoted the rapid development of the jewelry industry.



**Fig. 5.** 2020 List of Listed Jewelry Companies by Revenue in the First Half of the Year



**Fig. 6.** Distribution chart of jewelry sales in China in 2020

#### **4.3 Innovative jewelry design combining the twelve Chinese zodiac animals and Hetian jade**

When designing zodiac fashion jewelry, this article should first consider how the designed products can cater to the aesthetic needs of modern consumers. The products to be designed serve the public, belong to the fashion jewelry that can be mass-produced, and is different from the private customized design that only serves a small number of people.

In this article in the zodiac jewelry design, first clear the design of the product corresponding to the age of consumer groups, the product as light luxury jewelry, needs consumers to have certain economic ability and modern aesthetic vision, so consumers age over 28 years old, have a certain economic strength and cultural background is the main design for the crowd. In the design of the zodiac brooch it tends to be simple, neutral, so both men and women can wear it.

In the zodiac modelling design, choose more abstract and concise form, more attention to the use of the zodiac spirit, each animal spirit into design modelling, as far as possible to each animal side, from the market on zodiac jewelry design usual lovely style, such as zodiac horse modelling, recall we have seen about horse painting and calligraphy, mostly for horses running modelling, such as Xu Beihong eight jun figure galloping horses, reflect the horse freedom, aggressive characteristics. For the design of the zodiac horse brooch, select the front shape of the horse when running<sup>[4]</sup>. The elegant mane in the wind, simple and resolute facial outline will show the feeling of the horse galloping in the wind most vividly.

## 5 CONCLUSION

China's Chinese zodiac is a kind of intangible culture, it is widely involved in all fields of Chinese culture, melted in people's daily life, affecting people's life, production and thinking, it not only contains a long national cultural accumulation, but also contains a lively folk life interest<sup>[5]</sup>.

The Hetian jade zodiac sign serves as one of the jade articles. Big category, also known as Xiao jade, Hetian jade has not only been regarded as a symbol of status and wealth since ancient times, but also carved with zodiac theme as their own jade, that it can eliminate evil. There are many kinds of zodiac jade ware on the market, including handles, ornaments, pendants and other forms, and the carving style is also all-inclusive and vivid. The ancients often used "the gentleman is better than jade" as their own philosophy, wearing jade as a way to improve the inner cultivation, nourish jade heart and obtain pleasure, the jade of the zodiac theme is on this basis. Add the meaning of auspicious blessing, which has been deeply loved by people since ancient times. With the progress and development of society, the aesthetic level of consumers, for the traditional Hetian jade zodiac jewelry gradually produce fatigue, demand for jewelry is more and more personalized, nowadays, more and more designers use modern popular jewelry materials and design concept, hope to break the inherent zodiac jewelry form, combined with more material and concept of traditional<sup>[6]</sup>.

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