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MODERN PRESENTATION OF CHINESE TRADITIONAL AESTHETICS IN ACCESSORY DESIGN

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In the wave of globalisation and modernisation, traditional Chinese accessory design faces challenges and opportunities. Focusing on the Dragon Year of the Lunar Calendar, this paper explores the modern translation and innovative practice of traditional Chinese cultural symbols. By comparatively analysing the jewellery designs of different brands, the study highlights the importance of combining the traditional "Grand Feu" enamelling process with modern materials and techniques.

Key words: *jewellery design, Lunar Year of the Dragon, cultural heritage, interdisciplinary cooperation, traditional culture.*

INTRODUCTION

In the contemporary era traditional Chinese jewellery design is facing unprecedented challenges and opportunities. Especially in the Year of the Dragon in the lunar calendar, the imagery of the dragon, a symbol of traditional Chinese culture, frequently appears in modern jewellery design, which has triggered widespread attention and discussion. The aim of this paper is to explore how to combine the cultural essence of traditional ornaments with contemporary design language to achieve its modern translation and innovation under the background of globalisation and modernisation [1].

PURPOSE

The aim of this paper is to explore how to combine the cultural essence of traditional ornaments with contemporary design language to achieve its modern translation and innovation under the background of globalisation and modernisation. Through comparative analyses and case studies, it aims to propose specific strategies to provide scientific guidance and recommendations for the sustainable development of traditional Chinese accessory design in global cultural exchange.

RESULTS AND DISCUSSION

Under the dual influence of globalisation and modernisation, luxury brands have created modern interpretations of the design of accessories for the traditional festival of China [2], the New Year, by fusing traditional symbols with innovative design. Through the unique and innovative practices of each brand, this study reveals the current status and effectiveness of combining traditional culture with modern craftsmanship.



By combining rose gold, mother-of-pearl and red dragon motifs, Harry Winston demonstrates the East-meets-West design concept (Fig. 1.)

Through its limited edition watches, Breguet demonstrates the heritage and innovation of traditional "Grand Feu" enamelling and hand-engraving techniques [3], effectively combining precious craftsmanship with contemporary design aesthetics (Fig. 1.). By incorporating the dragon totem, an important symbol of Chinese culture, Breguet not only pays homage to traditional culture, but also demonstrates an understanding and respect for the depth of culture in the field of high-end watchmaking. The hand-engraved rose gold dragon expresses the honourable imagery of the dragon and gives the watch a unique artistic value and deep cultural symbolism. The symbolic design of the dragon guarding the pearl and the use of white mother-of-pearl add unique details, while the pale rose gold tone of the track minute scale and Roman numerals lend elegance and subtlety to the overall design.

This discussion of the results exemplifies how, in the modern luxury market, the skilful use of rich historical and cultural resources is key to the development of distinctive high-end products. Breguet's limited edition watch is a perfect example of the fusion of traditional craftsmanship and modern innovation, and confirms the appeal and far-reaching influence of Chinese cultural elements in the global luxury market.



Fig. 1. Harry Winston's Moments Collection



Fig. 2. Classique 7145 Year of the Dragon Chinese Zodiac Watch

The third generation of the Louis Vuitton Tambour Horizon Light Up smartwatch successfully combines technology with traditional culture through a modern design that combines traditional dragon totems and luminescent colours. This timepiece breaks through the limitations of ordinary time display functions and becomes a benchmark for the fusion of tradition and modernity. The glittering golden Year of the Dragon dial not only embodies the power and dignity of the dragon, but also symbolises good luck and new beginnings.



Fig. 3. Tambour Horizon Light Up

The addition of the Monogram motif enhances the brand's identity and demonstrates the dynamic nature of the design through the variation of colours. In addition, the introduction of the snake totem not only pays tribute to Chinese culture, but also adds deeper cultural meaning and symbolism to the watch. Through this case study, this study analyses the new life and universal influence of cultural symbols in modern design, which is of great value in promoting cultural inheritance and achieving cross-cultural communication. The launch of this watch marks a revolutionary step in realising the fusion of culture and technology in high-end smartwatches.

CONCLUSIONS

Respecting and utilising traditional cultural elements not only promotes the inheritance of Chinese culture, but also enhances the recognition and attractiveness of products in the international market. The cases of luxury brands such as Breguet and Louis Vuitton show that the deep combination of traditional jewellery elements with modern design techniques and materials can create new products with cultural depth and modern aesthetics. This combination not only promotes consumers' perception of cultural values, but also creates new market opportunities for brands. To this end, designers should incorporate more profound cultural connotations into their innovative practices and seek new paths to modernise the traditional art of jewellery through interdisciplinary cooperation.

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