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INNOVATIVE APPLICATION OF SUZHOU EMBROIDERY PATTERN ELEMENTS IN MODERN JEWELRY DESIGN

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This study explores the innovative application of Suzhou embroidery pattern elements in modern jewelry design. By integrating traditional motifs with contemporary aesthetics, the research aims to enhance jewelry's cultural depth and artistic value. The study examines various design techniques, such as branch-style and framed-style layouts, and their impact on visual appeal. Through case studies, including collaborations with renowned designers, the paper demonstrates how Suzhou embroidery can be effectively adapted to modern jewelry, fostering cultural heritage preservation while meeting contemporary consumer preferences.

Key words: graphic design, Suzhou embroidery, jewelry design, auspicious culture, modern design

INTRODUCTION

Embroidery, a long-standing and artistically diverse Chinese craft, has a rich history, with the Jiangnan region being its ancient hub. Su embroidery, originating in the Han Dynasty, has evolved into an exquisite art form, representing Suzhou's regional culture with unique artistic charm and high aesthetic value [1]. The elements of Su embroidery patterns are now widely applied in various domains, including fashion design, home decor, and cultural creative design.

Many jewelry designers are attempting to incorporate Su embroidery patterns into their designs. However, applying these patterns has not been particularly practical due to various influencing factors. Therefore, jewelry designers must delve deeply into the connotations of Su embroidery patterns, integrate them with their own design concepts and themes, extract suitable pattern elements, and skillfully incorporate them into jewelry creations through innovative design techniques. This fusion of traditional culture with modern applications enables the creation of jewelry pieces that combine cultural depth and contemporary aesthetic appeal and inject new vitality into the inheritance and innovative development of Su embroidery. This approach promotes a profound integration of traditional craftsmanship and modern design.

PURPOSE

This study aims to investigate the integration of Suzhou embroidery pattern elements into modern jewelry design, aiming to bridge traditional craftsmanship with contemporary aesthetics. By analyzing the cultural and artistic value of Suzhou embroidery, the research seeks to develop innovative design strategies that



enhance jewelry's visual and symbolic appeal. The study also aims to explore how traditional motifs can be abstracted and adapted to meet modern design trends, thereby promoting the preservation and evolution of Suzhou embroidery in the context of global fashion and consumer culture.

RESULTS AND DISCUSSION

Suzhou embroidery, one of China's four significant embroideries, is recognized as a national intangible cultural heritage. Renowned for its elegant patterns, ingenious designs, meticulous craftsmanship, diverse stitching techniques, and refined color palettes, Su embroidery often draws inspiration from flora, fauna, landscapes, and human stories. It integrates traditional painting, calligraphy, and poetry, presenting intricate and vivid visual effects. The patterns are scientifically structured, thoughtfully composed, and uniquely designed, with natural and fluid lines that carry auspicious meanings. Floral motifs, such as magnolia, rose, and hibiscus, are common in Su embroidery, embodying elegance and purity. These motifs, often vibrant and clear, symbolize pursuing a beautiful life, as illustrated in Fig. 1 (Fig.1 <https://www.cnacs.net.cn/18/202205/3920.html>).

Regarding pattern layouts, Suzhou embroidery primarily employs branch-style, painting-style, and framed-style styles. The branch-style layout features delicate compositions that succinctly capture the subtle beauty of flowers, with central motifs that are vivid and visually striking. The painting-style layout draws from literati poetry and paintings, blending Suzhou embroidery techniques to create a sophisticated artistic style. The framed-style layout uses garden windows and doors as frames to embroider landscapes, enhancing decorative and visual appeal [2].

Suzhou embroidery's themes are extensive, inspired by traditional opera, New Year paintings, brick carvings, and other art forms, which are then fused with different artistic expressions to foster continuous development. Traditional Suzhou embroidery includes pattern and painting embroidery, with motifs often derived from daily life, myths, literary works, and opera stories, all imbued with a strong folk essence closely tied to everyday experiences. Common themes also include flora and fauna, such as magpies, mandarin ducks, peonies, and lotuses, as seen in Fig. 2 (Fig.2 https://ca.arttron.net/yaojianping/works_6032.html). Innovative creations can be achieved by refining these themes and applying them flexibly in modern jewelry design. For instance, the collaboration between Yao Jianping and TSL Design on Suzhou embroidery jewelry exemplifies the application of Suzhou embroidery themes in contemporary accessories, as shown in Fig. 3 (Fig.3 <http://www.yaojianping.com/tslxml>).

Contrast is an essential technique in jewelry design, enhancing artistic expression through movement, stillness, curves, and straight lines. Utilizing branch-style and framed-style layouts not only showcases the cultural essence of Suzhou embroidery but subtly integrates its cultural significance [3]. For example, the "Butterfly and Flower" motif symbolizes love, freedom, and prosperity, aligning perfectly with the brand's gold jewelry characteristics. The design captures the lotus's graceful curves, complemented by gold butterfly motifs, and employs a framed-style structure to center the lotus, creating a visually cohesive and culturally



profound piece. Simplified pixel art and striking Suzhou embroidery floral patterns offer high aesthetic value, meeting the demand for minimalist jewelry. To effectively incorporate Suzhou embroidery patterns into modern jewelry, designers can abstract them and combine them with contemporary minimalist forms, resulting in culturally rich designs. This integration requires a deep understanding of Suzhou embroidery culture, allowing for the abstraction and exaggeration of motifs to create unique artistic beauty through the fusion of traditional and modern elements.

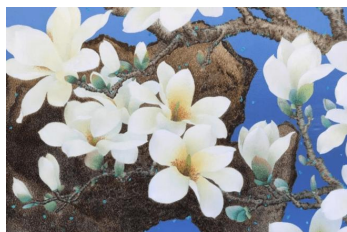


Fig. 1. Detail of Suzhou embroidery «Fragrant Magnolia»

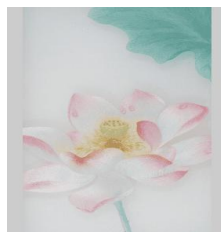


Fig. 2. Yao Jianping's Suzhou embroidery floral work «Heart of the Lotus»



Fig. 3. «Golden Embroidery» – Flower Charm" gold necklace

Auspicious Suzhou embroidery often features vibrant yet refined colors, with contrasting hues enhancing the patterns' prominence and ensuring harmonious color coordination. Fig. 4 showcases the "Auspicious Koi" series of gold jewelry (Fig.4 <https://www.tslj.com/sc-hk/x5167-001>).

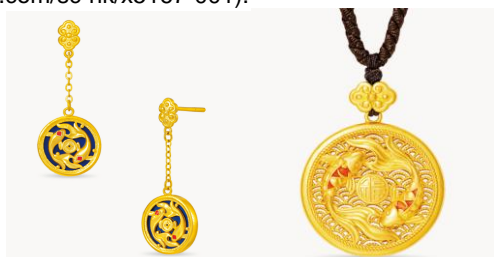


Fig. 4. «Golden Embroidery – Auspicious Koi» series

This collection uses gold as the medium, incorporating classic Su embroidery koi patterns that symbolize wealth, health, peace, and luck. The "Carp Leaping over the Dragon Gate" motif further conveys ambition and success. Through meticulous metal engraving and inlay techniques, the delicate lines and dynamic beauty of Suzhou embroidery are transformed into three-dimensional jewelry, preserving traditional charm while adding modern luxury. This design highlights the cultural depth and artistic value of Suzhou embroidery and meets contemporary consumers'



desires for individuality and fashion, successfully bridging traditional craftsmanship and modern jewelry design.

CONCLUSIONS

Incorporating traditional Su embroidery patterns into modern jewelry design enriches the thematic style, deepens cultural significance, and significantly enhances artistic expression. The profound cultural heritage of Su embroidery aligns well with the innovative demands of jewelry design. By merging the two, designers can create distinctive pieces that increase the jewelry's recognizability and fully showcase the unique charm of Su embroidery, stimulating consumer interest and encouraging deeper cultural appreciation. Additionally, the symbolic meanings and stories behind Su embroidery patterns can evoke curiosity and exploration, allowing wearers to connect with the cultural and artistic value of the jewelry. Designers can craft unique jewelry pieces by thoroughly studying Su embroidery motifs, extracting their core meanings, and selecting appropriate elements based on design themes. In today's market, particularly among younger consumers, the pursuit of individuality and fashion trends is growing. Jewelry designs with rich cultural connotations are more likely to attract attention, resonate emotionally, and drive consumer engagement.

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ІННОВАЦІЙНЕ ЗАСТОСУВАННЯ ЕЛЕМЕНТІВ ВІЗЕРУНКІВ СУЧЖОУСЬКОЇ ВИШИВКИ В СУЧАСНОМУ ЮВЕЛІРНОМУ ДИЗАЙНІ

Дослідження вивчає інноваційне застосування елементів візерунків сучжоуської вишивки в сучасному дизайні ювелірних виробів. Шляхом інтеграції традиційних мотивів із сучасними естетичними концепціями, дослідження спрямоване на підвищення культурної глибини та художньої цінності ювелірних виробів. У дослідженні розглядаються різні техніки дизайну, такі як макетування в стилі гілок та в стилі рамок, та їхній вплив на візуальну привабливість. За допомогою тематичних досліджень, включаючи співпрацю з відомими дизайнерами, у роботі демонструється, як сучжоуська вишивка може бути ефективно адаптована до сучасних ювелірних виробів, сприяючи збереженню культурної спадщини та одночасно задовольняючи сучасні споживчі переваги.

Ключові слова: графічний дизайн, сучжоуська вишивка, дизайн ювелірних виробів, культура добробуту, сучасний дизайн