



POLITECNICO
MILANO 1863

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SENTIMENTAL EXPRESSION IN JEWELRY DESIGN



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ABSTRACT

In an era driven by technology and data, people in the process of product purchase and use of the aesthetic level and consumption levels are changing, the focus of consumption has shifted to the satisfaction of emotional needs. Especially in recent years, the concept of the first deeply implanted in the hearts and minds of consumers to pay more attention to all kinds of products brought about by the emotional sense of pleasure and satisfaction, not just focus on the product Function and quality. This thesis concludes the research about the timeline of sentimental jewelry from prehistory to contemporary, and the performance of emotion in the design of contemporary jewelry works as the main research content, to explain how to express the emotion of the work by shapes, materials, colors and new technology, thus to realize emotional communication between designers, consumers and viewers from jewelry.

Keywords: sentimental jewelry, emotion, design, communication

HISTORY OF SENTIMENTAL JEWELRY

■ *Jewelry* — a very ancient object, deeply rooted in human material and social culture for its power to represent symbols, feelings or functions. We wear jewelry for embellishment, protection and to declare our status — both social and personal — but most importantly, a jewel is a memento, the memory of a feeling with all its infinite nuances, keepsake of a loved person or the celebration of a special event.

Sentimental jewelry — jewelry with 'soul', is capable of containing and expressing an infinite range of feelings, from love to friendship, from faithfulness to sorrowfulness. People have always felt the need to transfer their sentiments to a symbol, which strikingly embodies their mystery and represents their eternal nature. We acknowledge a queen's crown, a pope's ring, and a dignitary's seal. ■

In fact, in prehistory jewelry already expressed feelings. Cavemen who tied cords of braided grass around his chosen mates wrists, ankles and waist, it is thought they believed this bought her spirit under his control. Egyptian relics show these hemp or reed rings being exchanged between wedded couples. These relics also show they believed the circle was a symbol of eternity which in term became a metaphor that the continual circle of the ring signified a never ending love between the two betrothed.

They used natural materials to create the rings at the beginning, hemp, leather and bone ivory can be the material , till the precious metals were discovered, and metals made the rings more durable and practical. Ancient Greeks who expanded on this idea, they mainly made their rings with iron which represented strength and endurance. The same is true of the relationship, it was a demonstration from the giver, the more lavishly expensive material be used, the more love to the receiver can be shown.

Besides these ceremonies being well documented and the earliest records showing the Egyptians wearing these symbols of devotion to another person, the public pledge to honour ones self in a marriage contract did not become customary till Roman times. The Romans expanded the engagement ring further by presenting it with a small iron key. Romantics believed this was symbolic of the female protecting and cherishing her husband's heart, in actual fact, it meant that the key stood for the unlocking of wealth and that it was a symbol of ownership rather than love.

Signet rings, used as a personal signature, inspired some of the earliest known betrothal rings in Rome, continued to be used by the Greeks and Romans. Egyptian used to exchange rings as gifts of devotion, and in Greece, the rings that gave to lovers attributing the god of love, most commonly with a "fede" ring, featuring two hands clasping represented love or concord. These designs could be made in solid gold or carved in stone, like a signet, often in cornelian, aquamarine, garnet, or onyx.



1. Roman Key Wedding Ring



2. Fede Intaglio Ring,
OMONOIA Gold and carved onyx,
3rd Century, Roman

Fede ring, in different styles, were popular in Europe more than a thousand years. They reappeared in the 1100s and lasted for centuries. 'Fede' comes from the Italian phrase Mani in Fede which means 'Hands of Faith'. They became much more intricate with interlocking bands and derocated enameling for years . Fede rings were occasionally made in the form of a 'Gimmel ring' with the hands on separate bands and made to link together, but usually they showed as a solid ring which with a pair of clasped right hands both at front and back.

In 1204 Henry III of England gave a Gimmel ring set with a Ruby and a pair of Emeralds to the Count Gysnes as a sign of their royal friendship. 'Gimmel' is derived from the Latin 'Gemmellus' , which represents the tiny Geminus or Twin. These rings not only were known for men to give them to each other as a sign of friendship, and were also as wedding or engagement rings.

3. Gold Fede Ring
16th century



4. Gold Fede Gimmel Ring
Three movable attached rings
that, when closed, shows two
hands clasped and when
opened displays a heart





5. Renaissance Gimmel Ring
17th Cen, German.

The gimmel ring, like a small puzzle, was popular from the 15th to the 17th century, the time that metal technology advanced, posy rings became simpler, meanwhile, gimmel rings became more intricate and complex. Gimmel rings compose of 2-3 interlocking bands, a wonderfully symbolic be conveyed while they remain together to create the whole.

The early gimmel rings symbolized the permanent joining between the wife and husband, the bride and the groom would wear a each band before wedding day, and they would put two bands together at last. Usually, classic gimmel rings with typical symbols, such as fede hands, forget-me-not flowers, and red hearts, and there are also many gimmel rings inlaid with fine cut stones and ornate carved features, decorated with colorful enamel. A skeleton and a baby were exhibited in later designs, which get a touch of memento mori, symbolizing life and death, and eternal love beyond this life.

6. Marriage of Maximilian I and
Maria of Burgundy





7. The First Diamond Ring

The diamond ring is evidently the more favorable choice when getting engaged and has a history of itself. Archduke Maximilian of Austria commissioned the very first diamond engagement ring on record for his betrothed, Mary of Burgundy. The betrothal was announced in 1476, and Maximilian I also sent her a letter and he sent a ring which is now considered the world's first engagement ring.

The first diamond ring appeared in 1477. He gave the ring to Mary the day before the wedding. The ring is inlaid on the gold ring by 'M' shape diamond — 'M' is also the first letter of the two names. Their wedding poem read "Two wills, two hearts, two passions are bonded in one marriage by a diamond".

Since the advent of the world's first diamond ring, the diamond ring has been given a sacred meaning, and at that point it was popular belief that diamonds were magical stones created in the fires of love. This sparked a trend for diamond rings among European aristocracy and nobility. Over the next centuries only the very rich could afford to buy both a wedding ring and an engagement ring.

Gold was the main material used in jewelry design during the European Middle Ages. In the centuries, jewels were used exclusively by rich merchants, noble knights, religious, members of the royal family and nobles, so the jewel was a privilege primarily of the aristocracy. In these times the jewel represented power, authority and vassals and servants wore signs of their overlords to express their fidelity and loyalty: rings, brooches, collars, badges.

During the siege of Quesnay, Louis XI, the king of France, gave a solid chain to the most valiant of his knights to slow him down in the heat of the battle, a metaphor for being chained to one's passion. In England, the chain had long been the favorite item in the courts, among the rich bourgeoisie and growing mercantile class. The great houses of York and Lancaster adopted their respective emblems and brandished them in medallions hung on solid chains. The court annals record the gift of a gold collar to Isabella of France by her husband, Ricard II, as a sign of love and faithful..

Brooch , generally circular, which was the most popular jewelry at the early age of Medieval, figural brooches often had religious imagery as well. A beautiful silver-gilt brooch from the late fourteenth century was, for instance, prepared in the form of a letter M (letter-brooch), standing for the initial letter of Mary, and represents the Annunciation (New College, Oxford). The two figures, the Archangel Gabriel and the Virgin, stand in the double arch of the letter. At the top of the letter M there is a small crown symbolising the status of the Virgin as Queen of Heaven. The central shaft of the letter is decorated with a large vase with the lily, standing for the purity of the Virgin, whose three buds signify the moment when the Trinity comes into being.

A love for romance, resulting in the gifts of jewelry from lovers to one another, these jewel were often exchanged between lovers as well. Some pieces bear inscriptions or posies indicating the sentiment behind the gift, the meaning of the design on the front was usually carved on the back.



8. Sir Thomas More
wearing the Collar of Esses, with
the Tudor rose badge of Henry VIII



9. Annular Brooch
13thC

The Renaissance was a period of revival of classic mythical figures, an increased supply of gemstones from the East, colored stones remained very popular as well with sapphire, ruby and emerald, the rise of gem cutting and the solid establishment of the independent goldsmith caused a new flow to adorn men and women with jewels. In this case, the jewels at that period were extremely luxurious and colorful, generally were ornamental by using complex enamel techniques. The jewellery pattern was all about religion, and the gems were also chosen according to its color and mystery.

Pendants began to replace the Medieval brooch as being the most common jewel and became the most important jewelry item in the Renaissance, they were worn on a necklace, long gold chain, fixed to the dress or on a chain worn on the girdle.

One of the famous jewels in the Great Britain Royal Collection is the Lennox or Darnley jewelry, it is said to have been commissioned by Lady Margaret Douglas in memory for her husband Matthew Stewart -- Earl of Lennox and Regent of Scotland, was killed in 1571. Generally it is believed to have been a memorial piece following the Earl's death and certainly before Margaret's own death although the jewel makes no allusion to the Earl's death. It is a heart-shaped gold locket with polychrome enamels. The pendent can be traced and showed the Lady Margaret's eventful and unhappy life.

The forward of the pendent figures of Faith, Hope, Victory and Truth surround a winged heart set with a sapphire heart which can be opened. The monogram MSL (for Matthew and Margaret Stewart Lennox) surmounted by a wreath, The winged heart opens to reveal the device of two clasped hands and a green hunting horn surrounded by the inscription. The reverse of the pendent with numerous emblems in basse-taille enamel: the sun, moon, crowned and phoenix among flames which represented the inner meaning of the secret history Margaret Leonnx's intrigues for her son Darnley. The locket opens, it used to be hold a miniature, and enamelled with a series of no less emblems with enigmatic inscriptions.



ANNA BOLINA VXOR-

HENRI OCTA

11. Anne Boleyn



Devotional pendants was fashion depicting another well-known monogram with the letters 'IHS', which believed to have come from the Greek word for 'Christ'.

Pendants in that period usually decorated with initials of the wearer and the loved one. The photographic reproduction of a portrait of Anne Boleyn depicts her wearing her famous letter 'B' pendant choker necklace, complete with pearls. During the marriage of Henry VIII and Anne VIII, he lavished her with jewelry, including pendants with their entwined initials.

Portrait miniature tended to replace the earlier badges with symbolic devices, the use of portraits reflected another cultural trend - an increased artistic awareness of the individual. Portrait jewelry was being worn with discrimination more in order to enhance the beauty of the female body and less as a symbol of rank. In 1571, has been commissioned François Dujardin by Catherine de' Medici (1519 — 1589) — to make some miniature jewelry for the royal family in marriage negotiations. From then on politics, family stories and sentiments were particular popular in Britain.

Queen Elizabeth I (1558–1603) was the heart of government, and the focus of power in England. During her rule, each courtier would present her with a shield bearing an 'impressa', to show their devotion to the queen. As a female ruler in a man's world, Elizabeth understood the power of propaganda and the need to manipulate her own image. The portraits of the period show that every possible object of attire was jewelled. A picture of Queen Elizabeth shows her holding an ostrich feather fan which with her portrait on the handle. And from the end of 1580, the fashion of wearing of her picture become a widespread diffusion, which demonstrate loyalty and devotion.

She was depicted in variety portrait jewels as personal emblems of virginity, the minute polychrome scenes and floral decorations are often hidden on the backs of the jewelry. including the white rose of purity associated with the Virgin Mary, the phoenix, a mythical bird that symbolises chastity because it is self-perpetuating, and the moon, symbol of the virgin Diana. Crescent-moon jewels are found in Elizabeth's hair in many portraits.

12. Bia de Médicis,
Agnolo Bronzino
1540





13. Queen Elizabeth I

Miniature jewelry was often made with a lock or a hair braid affixed behind the tiny canvas, looking upon the little portrait, which was small enough to carry in one's hand, so that reminds the recipient of someone's face. The paintings acted as tiny proxies to be kissed, pressed to bosoms, and talked to when the subject was out of reach. It was commonly found in different periods with various types : pendants, bracelets and locket with small fine decorated portraits and embellished the enamels and gems, and it was exchanged between lovers, family and friends.

This type of jewelry reached a climax in France during the reign of Louise XIV (1638 – 1715). According to the king's order, all special occasions — from weddings to baptisms, and from diplomatic missions to peace negotiations — were celebrated with a portrait jewel. But the truly development is the bracelets, for example, a family portrait surrounded by flowers, bows and love knots at the centre of the bracelet. On the back, the inscriptions did not simply consist of a monogram, at times with some sentimental message: 'Think one thy father and behold his face.'

The 'lover's eye' was central to deciphering the mysteries of eye miniatures, and it was importance in late 18th-century British society. Instead of standing in for the whole person, this kind of jewelry expounded just a part of the feature. What is more, they embodied a specific action: the gaze. "It is the look of someone that the 'lover's eye' is a carrier of," Hanneke Grootenboer explained. "It is the look that someone wants to imagine, and wants to feel as resting upon themselves."

At the time, British society was obsessed with seeing and being seen. Because of the interaction limitation between people which was the opposite sex in public, looking could more easily be exchanged than words. In the case, looking became both significant and systematical; Which means, different types of glances conveyed different emotions and messages. It was the development of new description of miniature jewelry, and no more represented the relationship of diplomatic or ceremonial, but intimation and sentimental. With the precious frame and painted on ivory, the miniature eye could be an outstanding feature of the wearer, and it also represent a warning, to remember the loved one.



14. Lover's Eyes (front&back with lock of hair), ca. 1840.
Courtesy of The Metropolitan Museum of Art.



15. Eye Miniature, early 19th century.
Victoria and Albert Museum, London.



16. Portrait of a Left Eye.
Courtesy of the Philadelphia Museum of Art.



17. Berganza's Cartier jabot pin
set with rose diamonds



18. Forget-Me-Not gold ring
amethysts and diamonds
circa 1876



19. The first acrostic bracelets
Napoleonic era
Chaumet



20. "REGARD" bracelet spells with gems
ruby, emerald, garnet, amethyst, ruby, diamond
Victorian-era

So-called 'sentimental jewelry' came into being in Victorian Britain and had its roots in the late English Romantic sensibility. Jewelry in this period is far ahead of generations, design thinking, materials, production methods and innovate, the theme of jewelry and the material of jewelry are beginning to become more and more diversified, reach a peak in the history of jewelry.

Strict requirements of morality between men and women in Victorian era (1837-1901) , emotional and sexual topics were always prohibited in oral expression or written communication. Because of historical background, victorians were renowned for their love of romance, secrecy and hidden meanings. In order to express the intimate feelings in that circumstances, instead of giving flowers as a gift or other emotional mementos, sending a plant-type or floral jewelry which is hidden intimate language as a gift was popular in the Victorian era. Jewelry art in this period has formed an unique artistic style, and sentimental jewelry went through a huge popularity in this era.

In sentimental jewelry, the theme of 'lover's jewelry' is elaborated in amorous nuances full of nineteenth-century symbolism: angle and cupid, knots and ribbons, which borrowed from the iconography of Neoclassical art. The signed Boucheron double cupid with an arrow through a breathtaking heart-shaped diamond with ruby accents on the bow. Cupid also draws his bow and shoots his arrow in a Victorian cameo ring, which depicts a woman catching it in her hand. Arrows are a motif of love on their own too, such as in Berganza's Cartier jabot pin set with rose diamonds.

Acrostic jewellery is another popular sentimental jewelry. Antique acrostic rings often carry the name of the recipient or words such as 'amour', 'beloved', 'dearest' or 'dear', written in gemstone language. The trend for acrostic jewelry began in the Georgian period and continued throughout the Victorian era. In the Victorian era, engagement rings set with stones spelling out "regards" were often exchanged, as the word carried a much deeper and more romantic meaning back then. These sparkling love letters quickly caught on, until the Napoleonic era, and some acrostic bracelets were created by French jewellery Chaumet, as gifts for Empress Joséphine and Empress Marie-Louise.

While all jewelry is personal, the locket is perhaps the most personal of all. The true significance of these jewels lies in the stories that click shut into these ornamentally detailed cases, created to hold secrets, private love messages, special moments, and loved ones close to the heart.

In Georgian and Victorian times, lockets came into the first popularity period, designed with hidden storage spaces which would put portraits and love notes in, but there were also could be put in a lock of hair or a tiny memento from the loved person. One of the typical style was designed by two pieces of heart-shape crystal, and joined them together by a latch, surrounded with a French meaningful saying. In general, lockets were used as chains and worn on neck, which often hold a photo of the giver. Locket rings, which appear to be a signet ring but open up to reveal a floral motif and a space to hold small objects, and they could be used in two ways: seperated singly and jointed with a charm bracelet as well, those rings were even known as poison rings in very early times. They have many different shapes, such as ovals, hearts and circles, usually made of precious metals such as gold or silver, so that can made the status more appropriate as decorative jewellery.

In Great Britain during her reign, English Queen Victoria popularized lockets. Although Victorian lockets were not widely for sale, these lockets with pictures became known to her subjects. Queen Victoria wore intricate lockets on necklaces as well as on bracelets. She kept those close to her in this way. She honored her family and her inner circle. In 1861, the year Queen Victoria was widowed, after the premature death of her consort, Prince Albert, who fell ill and died in only three weeks at the age of forty-two, the queen retired into inconsolable widowhood and was to wear mourning dress for the rest of her life — Black dress was worn with jet or pearl necklace. Victoria's widowhood was an example for the whole of Britain, which led to death rites and mourning being observed as a national custom.

Thus, memento lockets started to replace mourning rings as the preferred style of mourning jewellery, following the death of her beloved Prince Albert. The locket such as this tended to be dark, heavy, and ornate. It contained, of course, a small portrait or another personal item of (or from) the deceased. These locket

21. Queen Victoria





22. Romanov Russia gold locket
circa late 1800s



23. locket ring in Sardonyx with the word
"Remember" engraved on the front.



24. The opening locket ring can be
clearly seen in this image, and is used to
store the wearer's personal mementos.



25. Mourning ring
A black enameled urn under rock crystal
1786



26. Mourning ring
Gold, black enamel and hair
circa 1850

necklaces with pictures were relevant to locket necklace history and world history, both. Queen Victoria popularized the locket necklace and charm by wearing these as a tribute both to the living and to the dead.

'Mourning jewelry' is another interesting aspects of sentimental jewelry during this era. Mourning jewelry — first appear in England in the late eighteenth and early nineteenth century. Initially it inspired by Neoclassical funerary plinths and urns, drooping flower vases, dates of birth and death, and consolatory mottos which widely used in pendants, brochures and rings. These jewels are called mourning jewels because they are used to commemorate the lost loved ones or lovers, and are often inscribed with a name, a date of death and the age of the deceased. For many people, having this information about the person a piece of jewelry was made to commemorate is both fascinating and romantic; it grounds the piece in a historical and personal context.

The biggest difference between it and Victorian mourning jewelry is the use of black and the diversity of forms. Victorian mourning jewelry still tends to be romantic, a way to honor the memory of the departed. Most materials used were also black, the universal signifier of grief. Naturally jet, onyx and gutta percha were the most popular. Dark red garnets and black enamel were often used in combination with these materials. Hair jewelry became incredibly intricate, and some pieces were made with strands from various family members woven into a complex floral pattern.

As we all know, Gothic, black materials and insect jewelry are beginning to become popular from Victoria's era. and even in this modern generation, those elements still playing the important part role of modern jewelry design. Victorian sentimental jewelry has brought an open attitude toward the later generations, which clarified that jewelry can be truly penetrates deep into daily life and all social status without too much restrictions. The concept of personalized and customized jewelry has been gradual popularity, and art jewelry from various cultures has begun to break down the barriers between national and religious. It can be said that the Victorian sentimental jewelry has laid the foundation for modern jewelry.

Sentimentality spread and soon the motifs that were symbolic and reflective of the War. This event came at a time when all the methods of capturing memory had reached an apex. Photography rapidly developed as an affordable and faster process from capture to delivery since 1840, and as the Civil War lasted from 1861 to 1865: a time where the technology could capture the image of a loved one and the very horrors of the war itself. This is an incredible scale of mortality for a still young country to witness, a culture that burned with a fierce nationalism and identity. This nationalism even bleeds through to the jewels of the time, with the American Eagle appearing in black enamel on mourning jewels of the period.

Photo jewelry has remained popular throughout the twentieth and the twenty-first. Example such as African-American celluloid portrait buttons from the 1930s and First and Second World War “trench ring” sporting pictures of soldiers wives, families, and sweethearts testify to the evocative power of photo jewelry.

Trench jewelry especially reminds us of the emotional history of wars relation to all keepsake photography, not only to the mourning pieces already discussed but also to the images carried into battle and those sent to family and loved ones from the front.

Trench jewellery (1914 - 1918)

27. Trench rings in aluminium

28. photo locket in aluminium and glass





29. Brevity
Custom Signature Necklace



30. ArtizanWork
Custom Gold 3D Silhouette Charm

Trench jewelry was fashioned by the soldiers themselves out of cheap and available metals. They did in their own style, often with the name of the battlefront and the date. Portraits could be cut of paper photographs and pasted into the jewelry. Yet previously because of the simplicity and directness of their sentiment, these pieces speak to us with an added poignancy. They illustrate the ongoing process by which memory — individual and collective — is being ever more thoroughly photographic.

From one person to another or from one generation to the next, each of those moments creates a new sentimental value to the piece that has been integral to jewelry for thousands of years. These pieces are meant to be worn most of the time, as they are usually given as a gift and have sentimental meaning to them.

In 21st century, there are some one-of-a-kind jewelry designed by individual designers become popular, commonly using some rare gemstones or birthstones that hold sentimental significance to personal life and the people in it. Or wearing personal signature or a nameplate as necklace, honor a loved one around neck or wrist by customizing silhouette charm.

31. Alessio Boschi
Surprise Me Ring



Moreover, designers and luxury brands continually introduce some special and meaningful products to satisfy the needs of people.

The Italian designer Alessio Boschi has produced an entertaining collection called 'Surprise Me' jewelry that look like little gift boxes with precious stones concealed inside them. This charming collection wearable as rings, earrings or pendant-charms, has a surprise yet to be discovered. Even in these miniature variations, no detail has been spared. Once the jewel is opened, a hidden quivering message will be revealed to delight you or your loved ones.

Danish jewelry maker Pandora has taken insights from the emotional experienced in the childhood collecting habit, Pandora charm bracelet offers numerous charms that women can purchase to reflect their personality, or a special occasion, customers do not buy the entire 'package' at a time, but one that they can build on into 'infinity'. According to pandora, "all women have their individual stories to tell — a personal collection of special moments that makes them who they are. That is why we celebrate this moments."

32. Pandora
Charm Bracelet





33. Celine
Alphabet Necklace



34. Cartier
LOVE Bracelet

CELINE has released its Spring 2019 Jewelry line, the idea of the collection including gold necklaces and statement earrings that are both for special occasions and a day-to-day wear. Especially the alphabet necklaces from the collection, well-designed in real gold and complete with long chains. All collection with timeless and sentimental as the perfect gift to a loved one, or oneself.

The Love bracelet is the iconic pieces of Cartier, with its charm hidden in the unique locking mechanism, which symbolizes two kindred souls joining together in an everlasting romance. The two C-shaped halves unhinge to clasp together before being screwed on with a miniature screwdriver made of gold included with each bracelet, reinforcing the idea that love binds and 'locks up' two people in a committed relationship. Lovers worldwide embraced the concept 'holding the key' as the ultimate expression of their love and devotion for each other, it becomes a hip, witty way to declare one's feelings in the modern era.

CASE STUDIES OF SENTIMENTAL JEWELRY DESIGN

■ In contemporary jewelry design, the most basic design elements are shape, color and material. these elements are the mainly language to interact with consumers and generate information. And generally, consumers receive the emotional factors conveyed by jewelry through visual and tactile sense. ■

2.1 Sentimental Expression of Jewelry with SHAPE

2.1.1 Figurative shape

Shape, is the most straightforward feeling that can convey to people. Therefore, the jewelry shape design is an essential part for emotional expression. Since emotion is an impalpable abstract concept and it is an externalization of the emotion, so it is necessary to transform it into a symbol or a element, expounding and conveying the meaning through a specific objective as a carrier medium. In addition to the good interpretation of the function of jewelry, morphological structure also gives a strong point to the design concept. Human start to using figurative shape from primitive civilizationthe, before writing, it is the most early and straightful way of communication. Jewelry is the same, the specific emotion implies behind the figurative shape.

Snake motifs are one of the earliest historical and culturally diverse mythological symbols, and figure prominently in jewellery. Serpent-shaped jewels first appeared in ancient Egypt. This unique form is called 「Ouroboros」—— it ends where it begins from to complete itself. To the pharaohs of Egypt, snakes represented royalty and deity and they wore them as sacred pendants around their necks. The Romans had different interpretations ranging from everlasting love to a symbol of wisdom, and the Greeks also looked toward the serpent as a symbol of wisdom.

In the Victorian era, serpentine jewels were originated particularly sought after by Queen Victoria's. In 1840, Prince Albert presented a serpent-shaped engagement ring to Queen Victoria, inlaid with the Queen's birthstone—the emerald. Queen Victoria believed that a serpent represents never-ending love, it is said that she was wearing the ring into her burial. In some jewellery brands such as Cartier and Bulgari, there is also a lot of design and production of serpentine jewelry. The snake-shaped jewelry in Cartier is mostly shaped as curve, and most of them are inlaid with diamonds and make snake skin with metal, and the image is more realistic. But Bulgari often used a tail-snake or entangled, and combination with gem setting and enamel technology.



35. Eternity snake necklace
Cartier



36. Serpenti Bracelet-Watch
Bulgari

The heart motif refers to friendship, devotion and affection, although the most powerful and significant of all hearts in jewellery are the versions that refer to deep, romantic and enduring love. Use of the heart shape to represent love was first reported at the end of the Middle Ages. The symbol gained popularity in the 15th and 16th centuries and became widely used in jewellery design throughout the subsequent centuries. Moreover, today, when watches, mobile phones and other gadgets are used to store information, photos and videos, there is something romantic and magical about wearing a piece of jewellery that holds personal memories, and antique lockets continue to be a popular part of our culture for just this reason.

For example, the main collection 'Heart Locket' of Tiffany are chasing back to the British Victorian period — Box-shaped jewelry, which has appeared in Tiffany's jewelry category since the 1920s, continues to be sold today.



37. Tiffany
Heart Locket



38. Clockwork Love
Frank Tjepkema



Clockwork Love is a jewelry collection designed by Frank Tjepkema (Dutch), evenly and consistently combining a great multitude of graphic elements in a multitude of layers. The frozen mechanical arrangements express characters as if it were portraits immobilized in time.

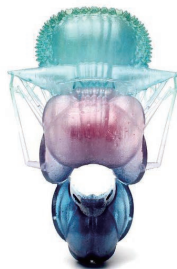
Expressing different 'heart moods' through the liberal use of symbolic references, the collection of pendants link up to such themes as fragility, passion, uncertainty and desire.

2.1.2 Abstraction shape

Contemporary jewelry design method is complex, and the form is the main factor which is reflecting visual emotion, it affects people's emotional experience of contemporary jewelry. Different shapes represent different emotions, it is a process that designing the shape while shaping and transmitting emotions. Abstraction shape is an important part of contemporary jewelry design, by transforming human emotions into a certain art form, and attached it to a specific product such as ring, ornament, earrings to achieve the purpose of expression and communication.

Dorry Hsu's work is about the representation of emotions, "The Aesthetic of Fears" collection was inspired by insects that have lots of legs through the record with her personal fears in 40 days. The complex, chaotic and insect like form wearing as body adornment is like inside out the emotion over the surface of human body than hidden inside the body.

39. The Aesthetic of Fears
Dorry Hsu





40. I Miss You
Katrine Kristensen

Inspired by Victorian mourning jewellery and combined with a minimalistic Scandinavian style, the new collection of Katrine Kristensen delicately sculpts shapes with a graphic element.

'I Miss You' is made to remind us that jewellery, throughout history, holds significant sentiment and Katrine hopes to inspire in us the idea that we can use jewellery to underline and remember important periods in our lives.

In the call of emotional characters, the role of shaping is to convey information, heighten atmosphere and express emotion, shape can be diversified due to the different emotional experiences from designer. People can be received a certain emotional information through visual, tactile and auditory sense from the shape. After psychological stimulation, it will be transmitted through language or emotion, and ultimately resonates with designers and wearers.

Except image, writing is another form of shap, and it is the basic and essential way to build human communication. Regular shape has the function of stimulating the human senses, but writing will be transmitted directly through language , and people can be received the certain emotional information through it immediatly.



41. Secret Message Jewelry





42. Braille Jewelry
Da Silva

Beth Macri's secret message jewelry is special and sentimental because the messages are hidden in plain sight. Rather than a design that is closed off like a locket, these jewelry designs take the form of long, abstract pendants that only reveal their true shape and meaning when you look at them from the end. The shapes of the pendants are dictated by the shapes of the letters or icons like hearts, but when worn around the neck the angle disguises the secret messages entirely. This way, only wearer knows the all sentimental meaning behind the pendant.

Braille is a tactile writing system used by people who are blind or visually impaired, and since it is written with embossed paper, so an unique language not through visual but tactile. Da Silva said he became interested in Braille several decades ago as, a way to visually show the idea that communication comes in many forms. He added "there are ways of communicating that may not be quickly understood. But that doesn't mean the information isn't there. So it's incumbent on the other person to figure out how to understand that information."

2.2 Sentimental Expression of Jewelry with COLOR

Human emotional are manifested through all art activities of human beings, the emotional expression of color is mainly obtained by people's association with a certain color. Color is a language and used as a visually medium of emotional feeling. not only the charm of product appearance, the feature of the product, but also all kinds of information that contained in visual communication, most of which is done by color.

Color can not only symbolize figurative things, but also symbolize some abstract ideas, and color is exactly the medium that conveys the designer's thoughts and emotions. Different colors have different symbolic meanings, and different color would generate people have different psychological feelings. Difference between saturation, lightness and tone of color make people's feeling total different. with the modern color psychology maturing gradually, designers and craftsmen have begun to apply the symbolic meaning of color to the field of jewelry.

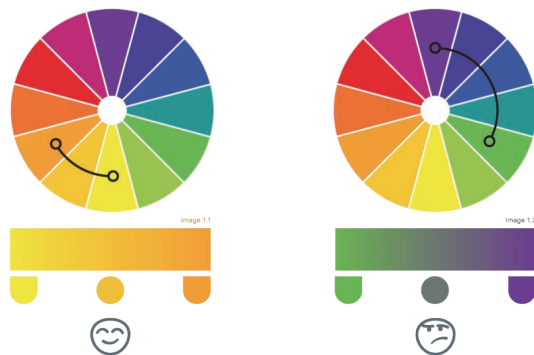


Figure 1. Colore Wheel & Emotion

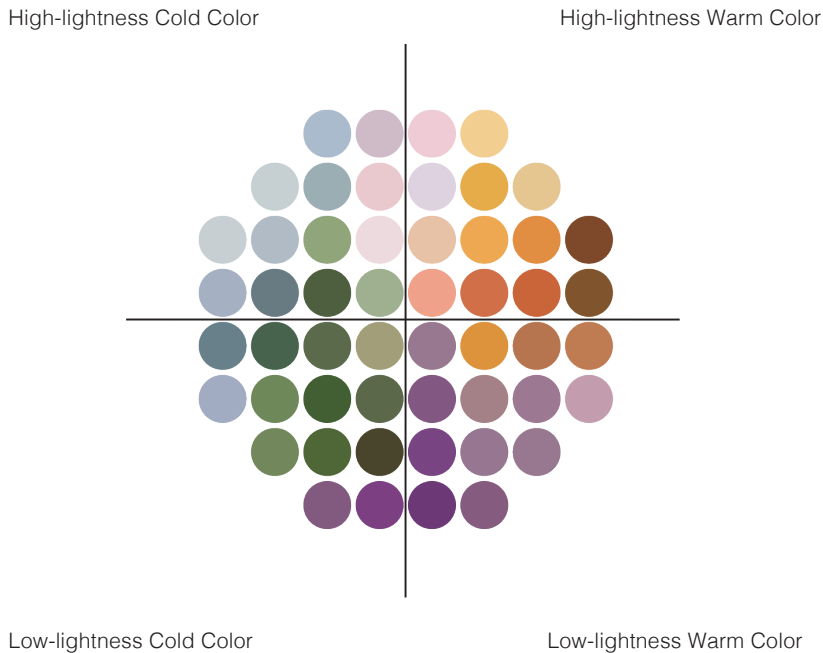


Figure 2. Colored Lightness Analysis

Each color has its own characteristic attribute, and the color blending in the jewelry design can promote emotional expression more natural and delicate.

The high-saturation color is more brighter, and the low-saturation color is more bleaker. Cool colors are more rational and oppressivem and warm colors are more softer and warmer. The warm or cold, joyful or sadness feeling of jewelry is determined by the hue of the jewellery and then generated by people's psychological associations, it is a relative term and comparative.

In our life, colors also have their own emotional perceptions, for instance, red makes people enthusiasm and active and blue makes people calm and rational; green feels fresh and natural and purple shows elegant and noble; Black is solemn and modest, and white is clean and pure.

Spanish Surrealist painter — Dali, who created a lot of luxury pieces of jewelry, and he was good at expressing emotions with various colors of gemstones. For example, he was obsessed with 'red' -- associated with the heat of energy, passion and love, it's also the color of blood, power and danger. So in his work, we can see he usually used pure rubies and garnets as the symbol of burning and desirable love.

The brooch 'Ruby Lips' with teeth like pearls in 1958 for the actress Paulette Goddard. This sensual image haunted him for decades. First it appeared in a beautiful portrait of Mae West in 1934 – 1936. Poets of all times, in all corners of the earth compared lips of lover with ruby , and her teeth with pearls.

Another famous work by Dali is 'The Eye of Time' — The deep sapphire eyes are filled with melancholy, and there is a pure tear which made by transparent crystals in the corner of the eye. If viewer making an eye contact with it, the complaining of depression and desolateness can be looked straight in the eye.

43. LEFT: The Eye of Time
RIGHT: Ruby Lips





44. True Colours
DENISE J. REYTAN

Human beings have the ability to perceive color before the primitive period. Color is one of the primitive instincts of human and it reveals human's original emotional essence. It is actually a kind of human instinct to use color to denote our sentiment.

These two necklaces are called 'True Colours' and they are designed from DENISE J. REYTAN. She explained that 'True Colours' are like true feelings that all about 'yourselves', and they are growing inside of your body, they are reflecting your mood, and your personality, what you have experienced. There is a lot to discover. Each piece and color is a memory, and your thoughts, your experiences, your feelings and your love can be saved in this colorful necklace, and it is living and growing with you.

2.3 Sentimental Expression of Jewelry with MATERIAL

2.3.1 Traditional & New Material

Material is the direct medium for human emotion expression. Nowadays, people are not satisfied with jewelry in old-fashioned way, but desire more emotion value in a new way. Therefore, modern designers try to add their inspiration into design and change a different way to express, which re-examines the old relationship between traditional material and jewelry.



45. Gold Wedding Ring

As we all know, metal -- the most traditional and common jewelry material, and gold, which is considered one of the most precious metals in all the world, and always been a symbol of wealth and beauty, gold wedding bands are usually considered the traditional form of the wedding ring. But the 'Gold Wedding Ring', designed by TORAFU ARCHITECTS Inc., a wedding ring which gradually changes its appearance as it is worn. Coated on the surface of the gold ring is a thin layer of silver, and as time passes the silver rubs off to reveal the gold inside. The time shared between two people can thus be felt with the wearing of this ring. As a result of the ring section shape, which comes in either round, oval, square and half round, the gold is revealed in different ways.

Same as metallic material, with different property which can change the way to express emotion. Sara Chyan is obsessed with heat, she tries to explore metallic material to assess one's emotional state of using temperature, and the collection 'Emotional Jewelry' -- Gallium and Bismuth in her project, illustrated the core concept.

Gallium and Bismuth possess symbolic attributes that can be employed to reflect the emotional state of the wearer. Gallium will change temperature (and mood) because of touching human body, and it will shift from solid to liquid state, and turn back again without the contact.

By melting the Bismuth and controlling the temperature while transforming it into jewellery, so that colours of Bismuth can tell the temperature, the crystallised metal amazingly transformed into nature colours and displayed a crackly, crystallized and iridescent surface.

46. Emotional Jewelry collection
Sara Chyan



Material is the link between jewelry design and final product. Materials will not just display the special functional characteristics of different jewelry, and it will generate different aesthetic effects and emotional experiences of jewelry through visual expression as well. In a broad sense, material contains some elements of color and shape which we mentioned before, but it all comes down to the fact that color and shape are largely expressed through the eyes of the person.

Taking picture is a classic visual way to capture memory. Since the late 1830s, photographs have been integrated into jewelry as tokens of memory, devotion, or mourning. American designer Mary Hallam Pearse explores the connection between Jewelry and Photography and adds new meaning to the pervasive images of this digital age. The photograph that printed on a thin piece of metal with diamond crystals, which makes the movements of the people in the picture become real. She hopes to extend traditional functions and forms of jewelry and complete the conversion of 'image - people - image', so that people can also be part of the it when they wear it.



47. Mary Hallam Pearse



48. Momentopia Collection
Jiro Kamata

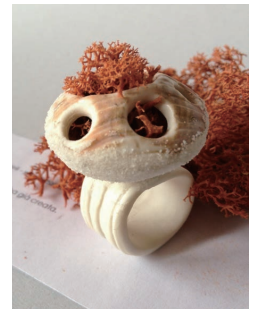
Japanese jeweller -- Jiro Kamata, In a broad sense, material contains some elements of color and shape which we mentioned before, but it all comes down to the fact that color and shape are largely expressed through the eyes of the person. Kamata uses the photographs in a uncommon way, and deals in his works with the dimensions of optical experience and perception of values.

Kamata uses the SLR lens (optical glass) in his works, he believes the old lens has been captured many special moments and concluding many different stories, which highlight the artist's unique nostalgia about the past. Kamata takes the entire production process into account, from production to the performance by the wearer with the piece of jewellery on his or her body.

2.3.2 Hard & Soft Material

Different texture and surface will bring to people experience different psychological feelings, and jewelry will bring inner emotional fluctuations, which will promote people's visual excitement and complicated aesthetic feelings. For example, the rough wood gives us simple and natural feeling; the smooth and delicate texture of the fur gives a luxury and gorgeous touch; the silk comes with elegance and silky perfect touch, while the glass and plastic leave a modern industrial atmosphere. Through using different kind of materials, the designer transforms the contact of materials into psychological and emotional stimulus, thus generating different aesthetic feelings and bringing more creative thinking expressions to jewelry design.

The Italian artist Eleonora Ghilardi has created jewelry in porcelain and that has something very special: they have life inside. 'Secret garden' is a collection designed for a determined woman, strong-willed, but capable of being tempted by the beauty. Lichens are stabilized, but require periodic misting. The combination of porcelain/Lichen is particularly elegant in various forms.



49 . Secret Garden
Eleonora Ghilardi



Soft and fragile material usually represent the feminine, but the hard and tough material shows the masculine side. Such as Weapon -- which is been used of American jewellery brand FONDERIE47, Peter Thum inspires the imagination and action of transforming war tools through jewellery, trying to solve the social problems. The concept is using FONDERIE47 transforms tools of war into objects that inspire human imagination and action.

When Peter Thum traveled to Africa in 2008, he met children and young people armed with weapons and was deeply saddened by the violence and war disaster that illegal guns brought to Africa. So he decided to try to turn the AK47 into a 'beautiful jewelry', just the opposite of what the gun itself was made of. Each piece is made from an AK47 and funds programs to remove such weapons from circulation. The founder of the brand and his design team envisioned building a farther away from the threat of guns, so they re-smelted and cast the illegal guns they collected to create new jewellery that would take on a more important mission to sell and spread.

2.3.3 Single & Multiple Materials

The choice of materials is the principal way to break through the form of beauty. The whole point of the material is that it can give the wearer a corresponding sense of touch, smell, hearing and even the whole body according to its own characteristics, such as quality, texture, temperature, gloss and even odor. Therefore, using materials in a properly way can be stimulate people's senses to experience the interest and emotion in jewelry in a better way,

Verde Alfieri is a jewelry designer who is using paper of upcycles old books and changing them into fine wearable art. These paper jewelry are modern and simple design, they are ecological jewels and conveyed the emotion in the mean time, which are perfect for book lovers and recycling enthusiasts. Because of her admiring the undulating curves of this sophisticated necklace. All of the paper is not cutting by industrial machine but by hand, which gives it a particular visual and tactile feature that makes the jewelry unique and inimitable, increasing its beauty, preciousness and value.



51. Paper Jewelry
Verde Alfieri



52. Jennifer Trask

Since the contrast of texture configuration of two or more materials will generate a strong visual impact, such as rough texture with smooth texture, coarse texture with fine texture, even hard texture with soft texture, which give a rise of the beauty and incorporate the sensory experience into the jewelry. Jewelry designed by multiple materials will be more visually and mentally impactful

Jennifer Trask inspired by nature from found materials such as feathers, shells, wood, bone, and antlers and gives a glamorous new life to the them. Each piece is hand carved to precision, and assembled into a stunning piece of jewelry that beautifully marries baroque-style detailing with the raw concept of a living being's supportive structure. Her pieces remind us of the temporary nature of earthly pleasures and the short-lived.



NEW TECHNOLOGY & MODERN SENTIMENTAL JEWELRY

■ Through the years, we notice that many people actually opt for a more personal approach nowadays and want to personalize their jewelry with something more unique as a lasting memory. Therefore, designers are paying more attention to the emotional status for customer's needs while designing them. ■

3.1 Sentimental Jewelry with New Technology

Thanks to modern technology, nowadays, we've seen many sentimental jewelry with inscriptions passing by. Designers are committed to connecting people through wearable tech and making jewelry express emotions through technology. Nowadays people are paying attention to the emotional communication with jewelry, the touchable, playable and perceptible jewelry becomes more and more popular. It provides different contact feelings for wearing, and promotes the communicate felling between jewelry and people.

EverDear&Co. is a U.S.-based company that creates diamonds from cremation ashes. Compared with naturally mined diamonds, cremation diamond have the same chemical compassion, atomic structure, and visual appearance. The only difference lies in the source of the carbon - cremation diamonds are made from the ashes and hair of loved ones. A Cremation Diamond can be made out by a series of complex processes ultimately, so that the special ones(person and pets) can always be with you, whenever and wherever you are. It is a test statement to commitment, focus and enduring love. These are completely new diamonds from cremation ashes with personal emotion, not merely ashes injected into a previously mined diamond.

53. Cremation Diamond





54. Everence

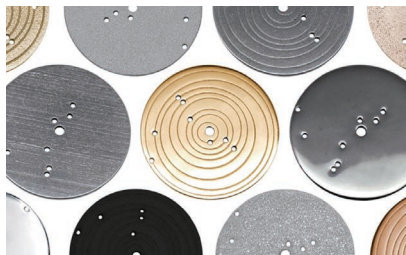
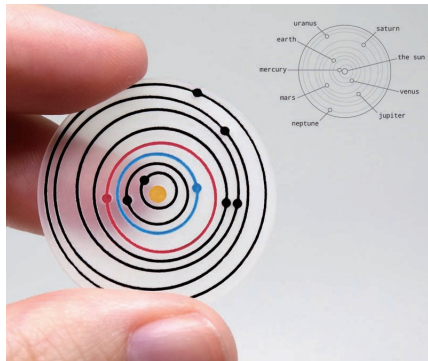


Everence creates custom jewelry or tattoos containing the essence of the people, pets, and takes emotional connection and self-expression to a new level with DNA-infused. It is a revolutionary technology that allows people to capture the essence instead of carrying photoes, notes, now we have the ability to carry the loved with us always, formed as a custom beaded bracelets or rings with semi-precious stones and sterling silver accents. The shimmering crystal particles in the Everence jewelry are embedded with DNA, hair or ash, so it can actually see the very essence of the loved one.

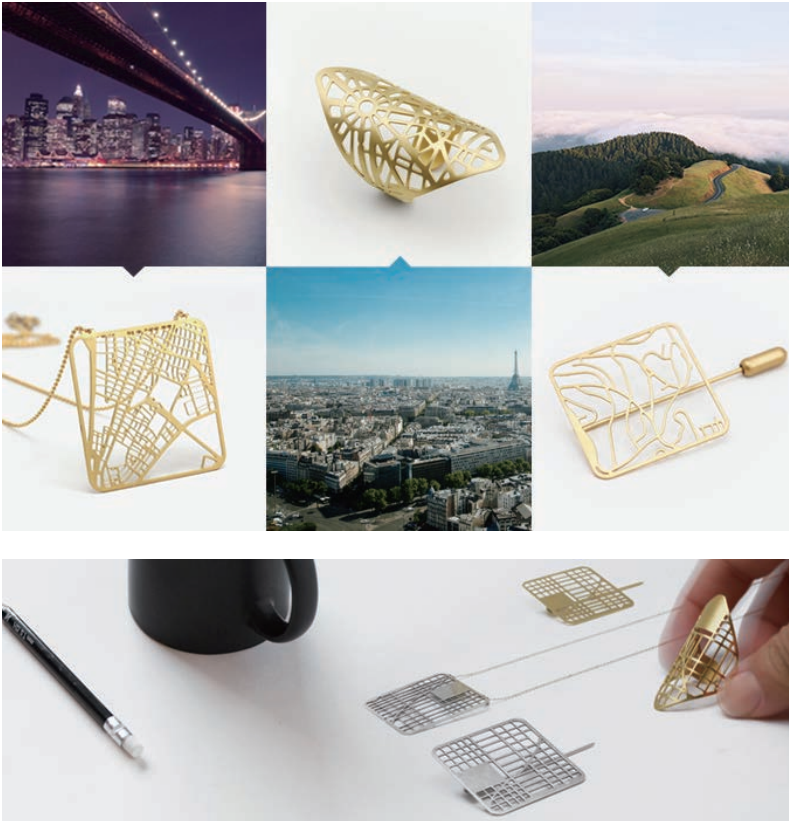
As time goes on, we learn to care for the unique, special moments we encounter, and we are always have to search the meaningful and unique momento for the perfect birthday or anniversary gift.

The STC Memento is a product that celebrate a personal date with this 3D printed solar system, custom made with NASA's data, it is a pendant or keyring ideal for Astronomy & Science lovers. Since STC Memento is a portrait of the solar system based by NASA data, so its exact formation on the day of your choice. Each disc shaped Memento is 3D printed in a wide array of materials and makes it as a pendant, or bracelet ornament. Metal including silver, gold, rose gold or platinum build can be designed as daily jewelry, plastic, aluminum and steel variants can be hung in a keyring too, or converted into a push-pin for your bag. They even come with custom-made story cards, and image files that you can use to make your own memorabilia.

55. SpaceTime Coordinates
Memento



56. You Are Here



While the Memento celebrates time on a grand scale, the You Are Here really memorializes a location. You Are Here is an ornaments that enriches a memory through space.

The beauty of the You Are Here lies in the fact that it can be linked to any special moment. The series of jewelry captures an overhead view of the location which is chosen by user, it gets converted into a stencil that is then laser-cut onto a metal plate, and then carves the locality into a gold or silver plated metal sheet and then turns it into a wearable jewelry (ring, pendant, or a brooch).

When digital technology meets jewelry, it is become a new foray into user-generated digital fabrication, it is aimed to bridge the gap between digital technology and emotion. From interaction, people would achieve pleasant experience which is beyond the human senses, computer products could bring pleasure to wearers, meanwhile, emotional communication generally be improved between them. They say diamonds are forever, but a visualized audio sentiment is something truly memorable. An unusual way is using a smartphone to capture those emotions and turn them into unique jewellery .

Brazil-based architects Estudio Guto Requena have launched an app — 'Aura' that collects emotions to create a unique piece of jewelry by working with digital product studio D3. To create the pendant, the user must place their index finger on the camera of their phone, and “tell their love story” by speaking into their phone while the app records. Sensors capture biofeedback from the voice, as well as measuring the heartbeat from finger. The emotional data collected controls the behaviour of particles (velocity, thickness, attraction, and repulsion) to shape the pendant.

57. Love Project - Aura





58. Momento Jewelry

Thanks for the combination of intelligence and jewellery, which has promoted and explored the possibility of sentimental jewelry design a new range of smart products are waking up our charms and equipping them with new capabilities. Smart is the lifestyle in the future, so in this age of smart devices, along with smart watches and smart clothes, jewelries are becoming smart as well.

Momento Jewelry is a fine jewelry collection that could actually serve as a conduit to the larger memories we hold on our smartphones, a tiny NFC embedded in a cultured pear allows a message or a photo to be associated with the pearl. The photo or message can then be retrieved by tapping the pearl to any cellphone with NFC. The description of the Momento Pearl taken from their website says it best: "Imagine being able to say 'I Love You' repeating into eternity or being able to record your wedding vows in an anniversary gift worn close to the heart. With just a tap of your phone you can listen to your children's laughter or see your loved one's face."

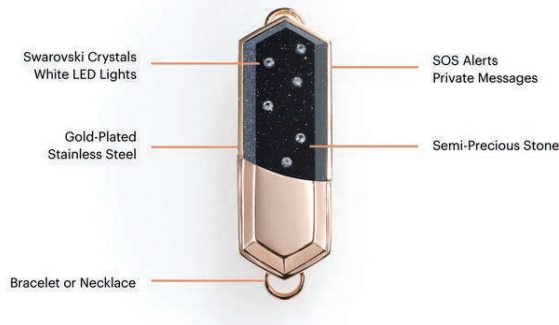
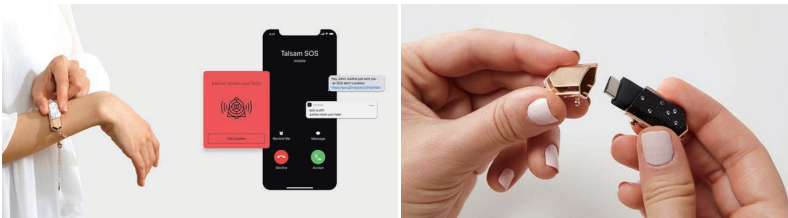
Using Momento technology, the Bible Pearl™ become the Newest Way to Evangelize Christianity, which combined with

technology in a piece of fine jewelry to be worn every day. The Bible Pearl™ contains a pre-programmed NFC chip that contains the Daily Audio Bible, so that you can listen to the day's reading and watch The Jesus Film by touching it to your smartphone.

Same jewelry designed for Christianity, The Click To Pray eRosary is an interactive, smart and app-driven wearable device with movement sensor. The design takes inspiration from the traditional rosary beads which are used during the recitation of prayers, but with an internal accelerometer and movement sensor, the fingers can be followed until reaching the end of the chain, marking the end of a prayer, so that eRosary can be taken anywhere. It can be worn as a bracelet and is activated by making the sign of the cross. With a free app of the same name, which allows to access to an audio guide, exclusive images and personalized content about the praying of the Rosary.



59. eRosary



60. Talsam

Talsam is a tech enhancement for emotional connection with loved one. The wearable and app connect two wearers together, allowing them to stay in touch on a platform that's designed to fortify one-on-one relationships (partner, lover or friend), rather than be a 'social platform'.

The wearable looks like a piece of jewelry or a charm, sitting on your wrist or around neck. It connects to user's phone, allowing user to stay in touch with relative. Bound together with the Talsam app, it acts as a notification machine, its Swarovski crystals will be lighting up when receiving a message or a notification. The app facilitates chatting and sending messages/ images through an encrypted system, ensuring that the conversation stays between the two people. Talsam even comes with an emergency SOS feature that lets you ping your loved one with a distress message and geolocation.



61. Love Bloom

With the enhancement of intelligence of electronic product, jewelry become is being more smart as well. TOTWOO, committed to create a "future jewelry" that gives users a new experience. Totwoo announced its first collection which is a smart and stylish pendant "Love Bloom".

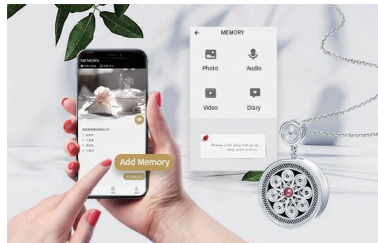
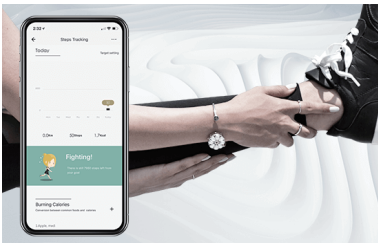
Similar with Momento Jewelry and Talsam, LOVE Bloom focus on memorizing emotions, and sharing it as well. Except the smart functions of step counting, calorie consumption calculation, sedentary reminder, ultraviolet monitoring, etc., "real love experience" is the core concept of the jewelry. When jewelry connecting devices through the Totwoo App, the wearer can send "loving whisper" by tapping the jewel, and flash and vibration as the channel will send a virtual emotions which can be shared by Bluetooth from jewelry, so that another wearer would





receive the 'wisper language' from jewellery. Even if people are in different places in the world, or a men who don't wear jewelry. they can also use the mobile app to send whispers over long distances to achieve tacit interaction at different times.

Later, TOTWOO has launced the new collection "We Bold", which includes the world's first male smart jewellery. The most eye-catching feature is to add an emergency contact function by tapping on jewelry. The collection also enhanced the "real love experience" function, it will be able to select another four "loving passwords" to send by tapping the jewelry, and another jewelry will flash the corresponding light. In the app, lovers can also check the data such as 'the switching time', 'the distance traveled together', and 'the days being together'.



In an era driven by technology and data, and jewelry trends constantly changing, designers are exploring to reconnect with things that touch customers, not only functionally, but also emotionally and physically.

"What will happen when people show their feelings even when they don't express them? Interesting? Ashamed? Scared? In the beginning, people may feel strange, however people quickly become accustomed to controlling their new ears with their brainwaves. Right now, Necomimi can become a part of your body." This is how developers describe the products. In this situation, they created new human organs that use a brainwave sensor.

Necomimi is a headband with a brain wave sensor which designed by Neurowear, and motorized cat shaped ears programmed based on the wearer's electroencephalogram which influenced by "thoughts and emotions" to turn up or down. This cat's ear shaped machine utilizes brainwaves and expresses wearer's emotional state before talking. Just put on Necomimi and be concentrating, this cat's ear shaped machine will rise. When wear' is relaxed, ears will lie down. If wearer is concentrating and relaxing at the same time, ears will rise and actively move.





62. Necomimi & Shippo

Necomimi is the new communication tool that augments the human bodies and abilities. The inspiration of the product comes from the intersection of electroencephalogram technology and body wear, and producing a product that visualizing the wearer emotional state. Using cat's ear as the shape which is a clever way to create a sense of intimacy, it brings interesting interaction with wearer while improves communication between people.

In addition, neurowear also has a animal tail accessories--Shippo, which is as popular as Necomimi. The tail wags like a dog based on the user's mood communicated from the headset wirelessly via Bluetooth. Since Neurowear also showed an iPhone app that uploads the user's mood to social media complete with geotagging. In this case, except emotional sensory, Necomimi and Shippo have been given a new orientation in social sharing service.

Most electronic communication methods now are limited in a very direct channel, but most of signals and channels we naturally express are indirect, which opens up a whole new space for our emotional applications, such as physical and emotional games, mental and stress control applications, even emotional calls.

Philips Company is looking at accessories of the future, and VIBE is one of the futuristic project, it is an emotion sensor that can be worn as a necklace. This unique piece of tech jewelry combines conductive ink and textile sensors in order to communicate effectively with others. It can also read multiple biometric signals both by the wearer and to the people who they are communicating to.



63. VIBE
Philips Design



64. Skintile
Philips Design



Skintile is another project of Philips Design, it is an Electronic Sensing Jewelry, and it has explored further in terms of emotion and physiology. It is a new genre of jewelry, the new generation of wireless, and stickable sensors that can redefine human decoration. The various functions are contained in this new product, it is fun, functional, emotionally affected, physiologically stimulated, and motivated, etc. In addition, it is totally eco-friendly, physiologically compatible, non-allergic, suitable for breathing, and can be customized in large quantities and self-aging.

3.2 Future Scenarios of Modern Sentimental Jewelry

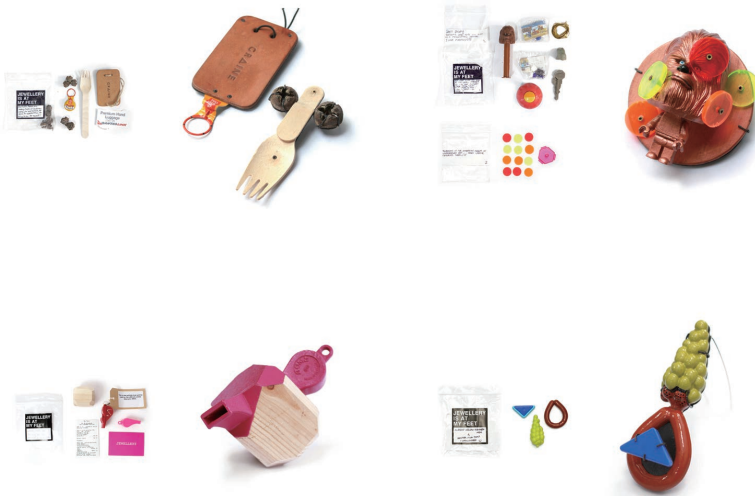
Jewelry design is an art discipline which has a long history. Dating back to ancient times, the ancients was learned to make some beautiful and delicate decorations with animal bones. Jewelry design is closely related to human's life, it originates from life and also reflect life, and it adds a savor to human life as well. After material consumption that meets the basic needs of human beings, humans have begun to pursue a tireless pursuit of emotional needs. In this situation, modern sentimental jewelry will become more required in the future with two main reason:

1. People pays more attention on emotional value of jewelry than the jewelry itself .

With the improvement of living standards, conditions of social material life is no longer satisfy people's spiritual needs, especially in such urban city, precious metals and traditional jewelry no longer meets the material and psychological needs for most people. And the emotional exchanges between people has become more and more scarce, and it expended the relationship between the emotional sustenance.

Nowadays, various fields have involved emotion into design, and it will continue to evolve during the age, therefore, it is an inevitable consequence that jewelry with mental effect, which demand pieces that wearer can be connected with and not just worn. Therefore, on the developing way of personalized jewelry design, sentimental design is being indispensable without a doubt.

Sentimental jewelry design is a emotional experience in the process of design, and it is also being an essential link to realize the cognitive communication between people and jewelry. There are more new cultural connotations, emotional values and spiritual sustenance will offers new development direction for jewelry designers, so that products can not only adequate value pursuit of people, including entertaining, aesthetics and culture, but also enhance the communication and interaction between consumer psychology needs on the emotional level.



65. 'Piece of memory' collection

Under such the background, some designers and artists were starting use 'Participatory design'in sentimental jewelry. It is an approach to design attempting to actively wearers are participating in the design process. Panjapol Kulpapangkorn is one of them, he believes that everybody has their own jewelry, so he created the campaign that people send him their memory objects, the pieces were the ones that used old objects with precious memories and he transformed them into a new design. Over two years, 133 participants from 25 countries participated in this project and it becomes his main material for creating a "piece of memory" based on each participant's story.

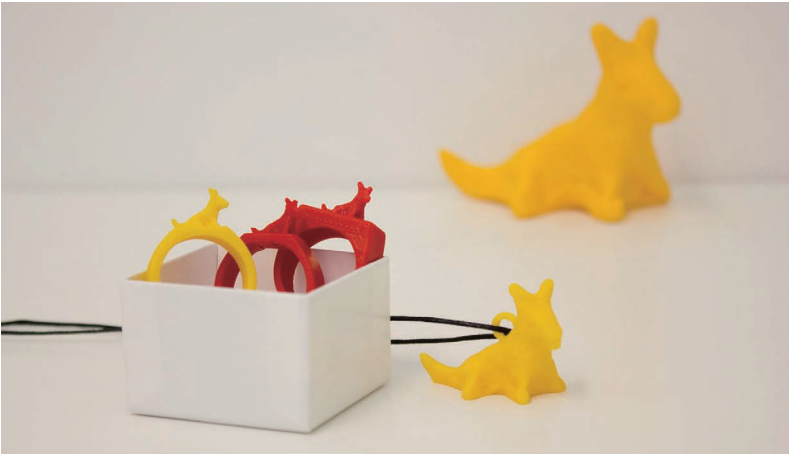
Compared with the traditional way, the role of designer and user has changed subtly in this process: the user becomes a new designer of the product, while the designer plays more as a coordinator, collaborator and observer. For designer , they can get the first-hand information about the user and meanwhile, more connection will be built between user and jewelry,

2. Intelligent technology will be increasingly served for sentimental jewelry in the future.

Because of the rapidly develop of the Internet and the information explosion, the information and data that received by people are constantly increasing, and social life has continued to diversify. Digitization, intelligence permeates penetrates into various fields of our lives gradually. The concept of using objects with a personal or emotional meaning and transforming them into jewellery was really appealing, a functional object that be shown as a jewelry, fashion and practical, which can keep up with the high pace of modern life and satisfief with the human emotional needs, like TOTWOO as we mentioned. And there are plenty of high-tech also can be a good tool to help people to create their personal momento jewelry. Some existing projects were researched, like Shapeways.com, it is a online platform where people can upload their own design and sell these through the online shop. It is true that the development of intelligent technology has increased the selectivity to make sentimental jewelry.

The project 'Beyond Accessory' is one of the example by using technology, it is about designing an innovative piece of jewellery. The vision is to give children an opportunity to be creative and make an valuable object that can be made by themselves, and the concept makes it accessible for children to make precious jewellery. The jewelry will be done not only co-creating with child to implement the shape, but also using by modern technology -- 3D printing, casting, forging or with a combination of different techniques. First, children sculpt the shape of the jewel in modelling clay by them own. Then scan the object in 3D, possibly redefined or reduced to an appropriate scale to fit the size of the final jewelry. Finally, the piece can be made of plastic, gold, meta...

This project is another case approaching participatory design and making metal jewellery product is accessible for children by using the newest technologies. We can see that participatory design becomes the main trend from now, plus the



66. Beyond Accessory



advancement of science and technology offers designers create more innovative concepts and ideas in sentimental jewelry.

In recent years, the development of science leads virtual reality(VR) technology has taken a big step forward. In the future, the virtual reality technology also can be used the sentimental jewelry design. Through vision, tactile sense, which is a new experience with interaction, completely open and certain design functions to discover and give the human needs and emotion. And we believed that in the subsequent jewelry design process, there are more way of presenting sentiment will be explored in the future.



PICK ME

— A jewelry full of warmth and love —

■ ■ There is a romantic story about Margherita: When a girl or boy loves someone, before they confirm each other's mind, they will pick and count the petals of Margherita, and whisper in their heart "loves me? loves me not?"

Do you have someone that you love but it is hard for you to tell he/she? Do you have someone inside of your heart and you want to remember? 'Pick Me' is the perfect choice for you ! ■ ■

4.1 Concept

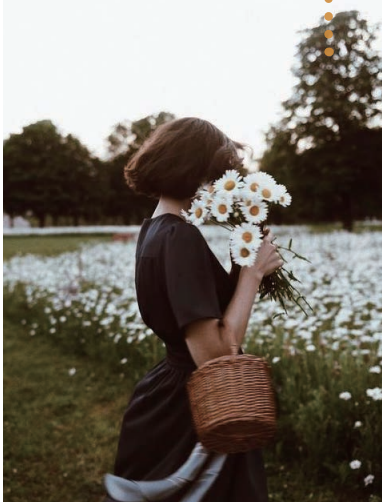
From the research in the past three chapters, sentimental jewelry has been already existed from prehistory. And till now, designers are trying to use participatory design into the jewelry, so that wearer can be one part of the design, in the meantime, strongly connect between wearer and jewelry could be built. So then, this kind of jewellery design will change the traditional meaning of sentimental jewellery, and become more popular in the future.

The whole collection 'Pick Me' is inspired from the romantic story behind daisy flower -- picking and counting the petal and said quietly to oneself 'loves me? loves me not?'

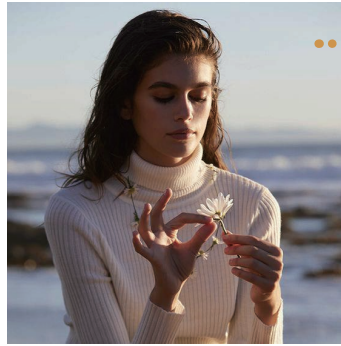
The idea of the jewelry is to recall a beautiful memories of the loved one and memorize the emotion of love when they playing and wearing the jewelry. Combining with the idea of — "tearing off", the jewelry keeping the original shape and white color of Margherita. 'Pick Me' can be a confession jewelry gift also, which gives a strong point of the romantic and pure love feeling.

By using laser cutting with soft paper, creating a clean and regular "daisy petals" as basic-shape, cutting a dotted link at the junction of each petal so that each pieces can be broken off by hand easily. Each flower composed of separate layers by a spiral nail, so the size and thickness of the flower can be customized. And people can choose the wearing way, including brooch, ring, earrings...) as well, the petals can be torn off so that the shape of the flower would be completely based on personal preference.

SHY



LOVES ME
LOVES ME NOT



JOY



CONFESSION
EVENT

4.2 Moodboard

CIRCLE



ROMANTIC



PURITY



The collection is positioned as a girl or lovers who desire to try a jewel which is filled with purity and beautiful personal emotion. Combining with the background of the story, the colors and shapes come out.

Palette

White represents holiness, innocence, and purity. Here, white symbolizes pure love. Gold is the most brilliant gloss color. It is the supreme solid color in nature. It is the color of the sun. It represents warmth and happiness. In this design, it symbolizes the strong love of the couples and the warmth to each other.

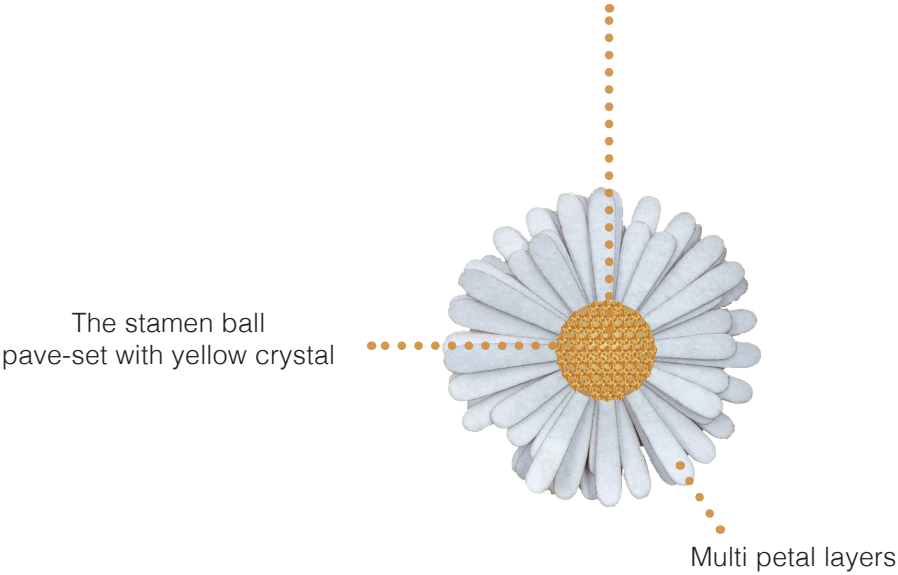
Shapes

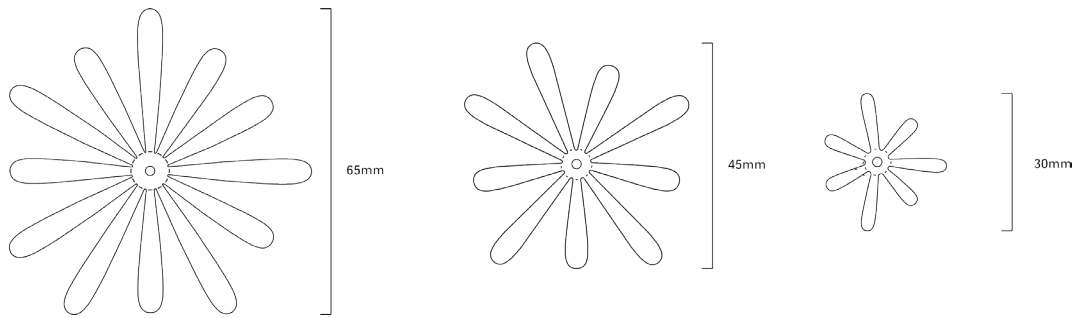
Keep the original daisy-shape echoes the theme of pure love, even the the jewelry is not using as a confession gift, but it also can be the momento with someone's love and memory inside of. The story of daisy jewel represents a new form of jewel, a trendy aesthetic and a unique way to memorize.

4.3 Construction & Materials

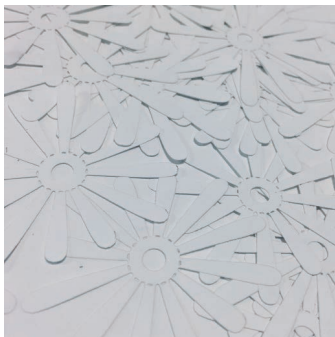


Spiral nail construction of each stamen ball

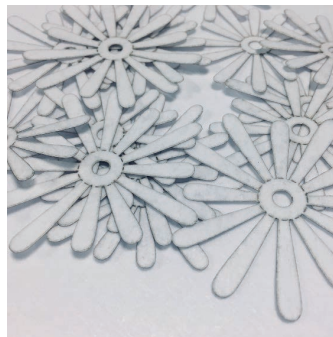




different size of layers



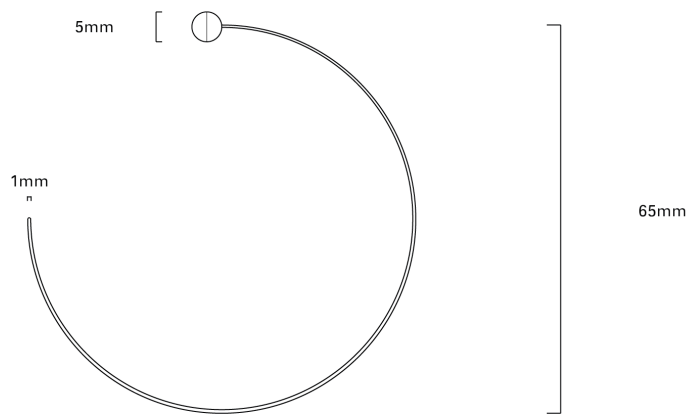
Paper 1
Stone paper-extremely soft



Paper 2
Fluffy paper-soft and fuzzy

4.4 Technical Drawing & Prototype

EARRINGS



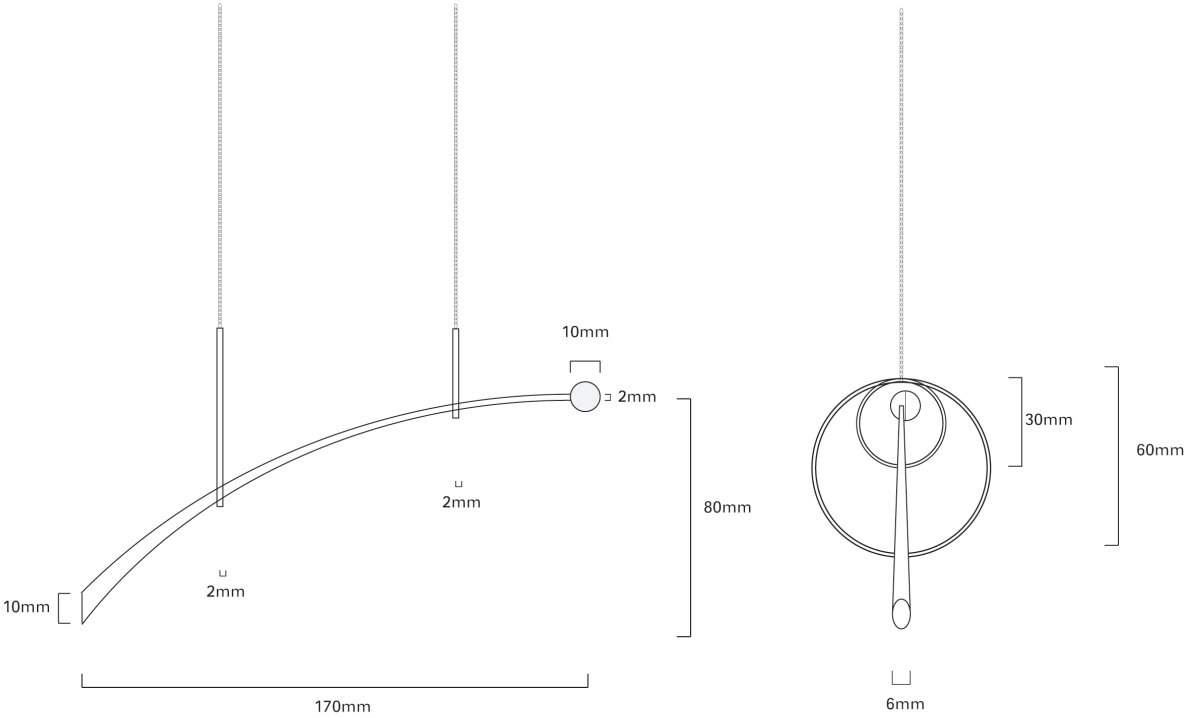




earrings
s925/ 14k gold/ crystal



NECKLACE



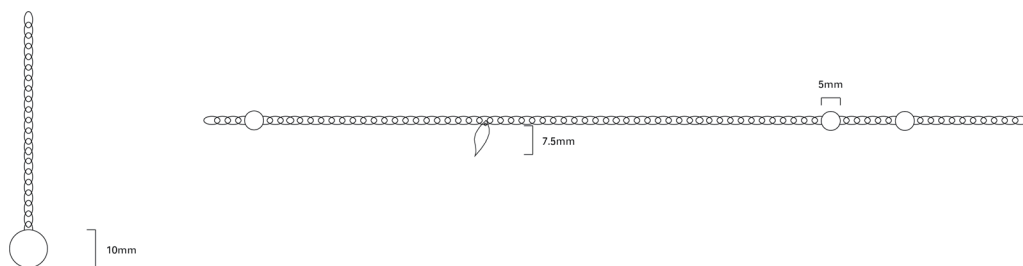




necklace
s925/ 14k gold/ crystal



LONG CHAIN NECKLACE





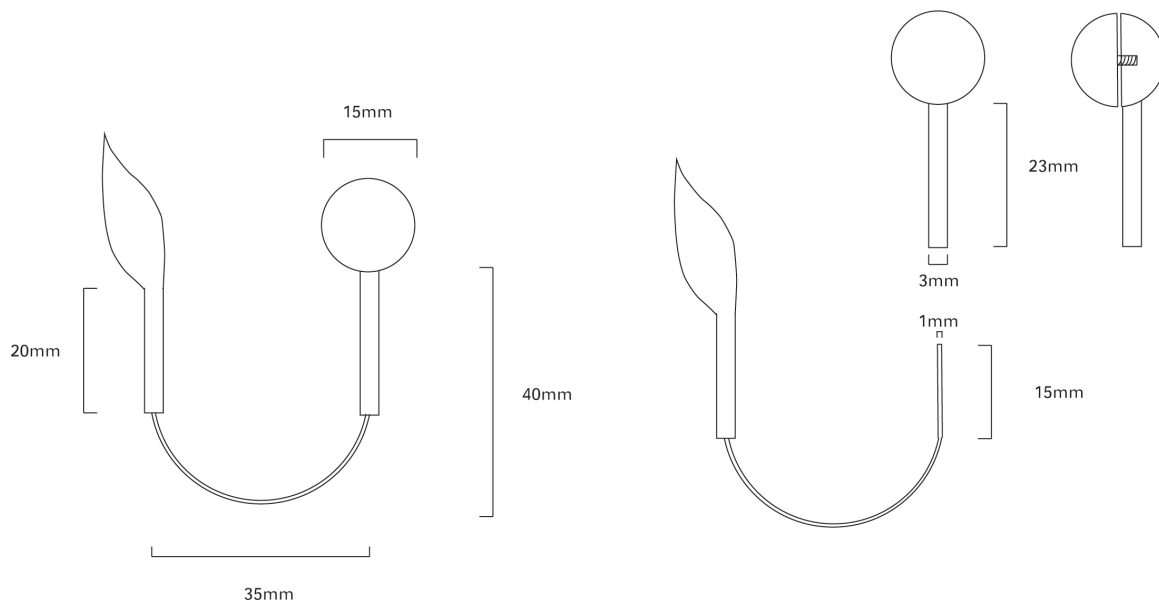
wear in 3 ways



long necklace
s925/ 14k gold/ crystal



BROOCH



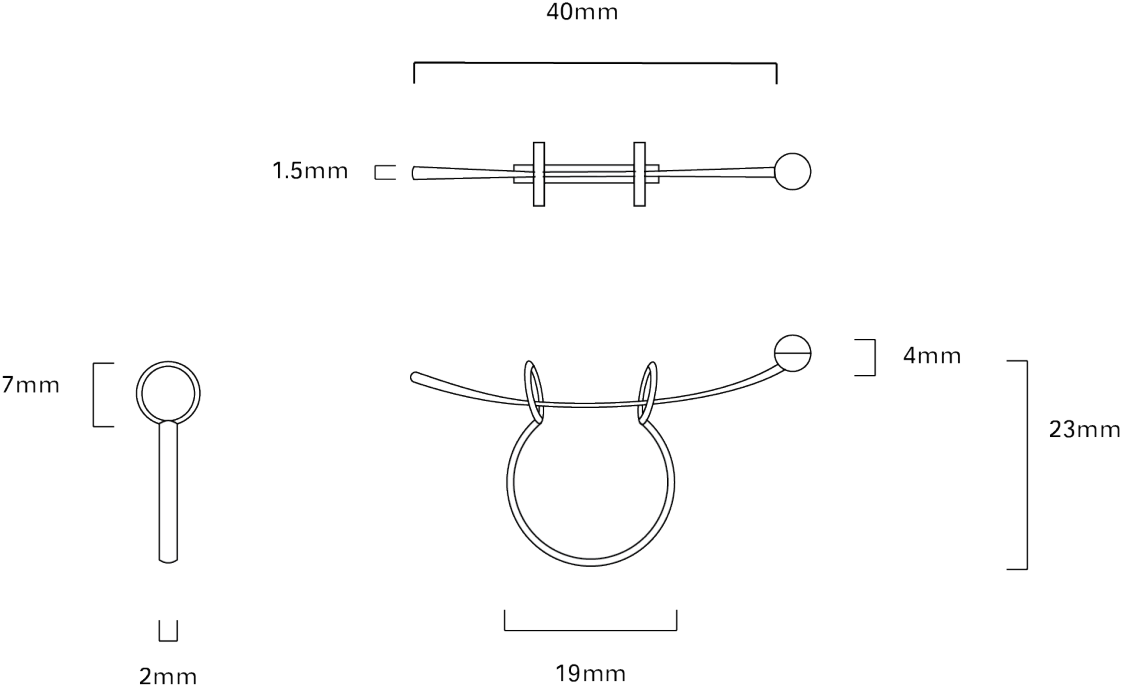




brooch
s925/ 14k gold/ crystal



RING







ring
s925/ 14k gold/ crystal



4.5 Branding

The reasons behind the motivation of buying jewelry were different. According to the research, emotional touch is the top-choice on questionnaire. Since people are more emotional these day, and they are not satisfied with the material value of jewelry, they are starting to ask for more, not only practical but also unique and sentimental. 42% people chose emotional touch – because most of these participants were less known about jewelry, especially contemporary jewelry; The appearance of jewelry is not enough for them to purchase the jewelry piece, they also desire to know the story behind the jewelry which gives them emotional motivation..

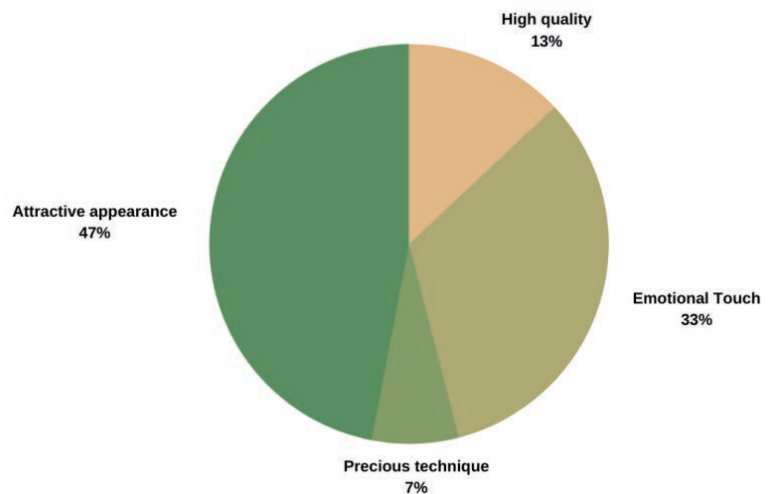


Figure 3. Motivate For Pruchasing Jewelry



'Pick Me' combined aesthetic with sentiment and give fashion jewelry different meanings. And the app and website will provide a special and customizing experience for users.

The products include earrings, necklaces, rings, and brooch. Made by 925 Silver, 14K gold plated and yellow crystals.

The price: from \$25 to \$200

TARGET



NAME: Jane / 24

JOB: Freelancer

She is a typical lifestyle person, usually has a lot of spare time. She likes reading at home, and go travelling to record every beautiful things around world. She has her own style, not fancy but simplicity, with a little elegance also. Since she is very creative, she sometimes wants to be a part of the design process, making her style even more unique.

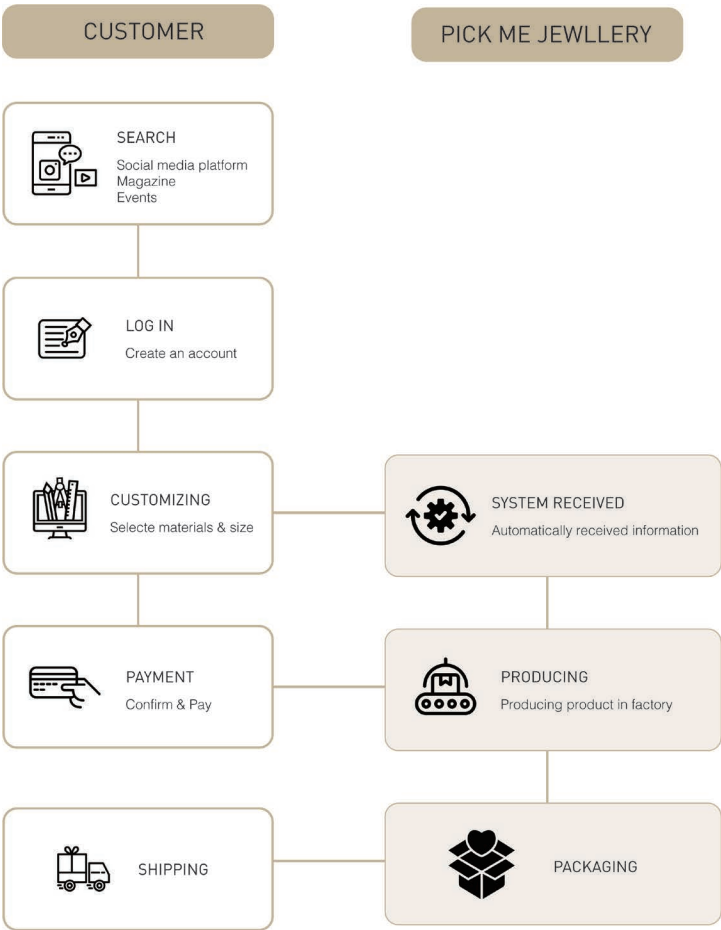
NAME: Natasha / 25
Jack / 27

JOB: Office Workers

Natasha and Jack are young loving couple who dare to try new thing. They has stable work, and higher requirements for quality of life. Jack wants to send a jewelry gift to Jane for their anniversary, which has the sense of design, fashionable and emotional.



USER JOURNEY



PACKAGING



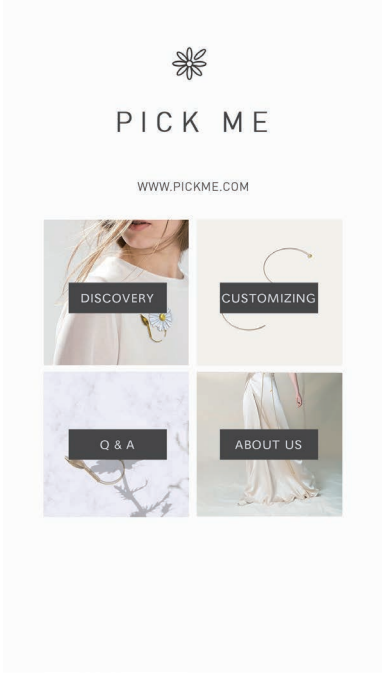
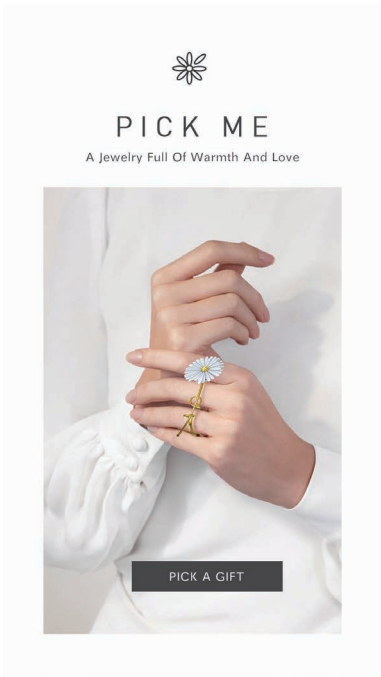
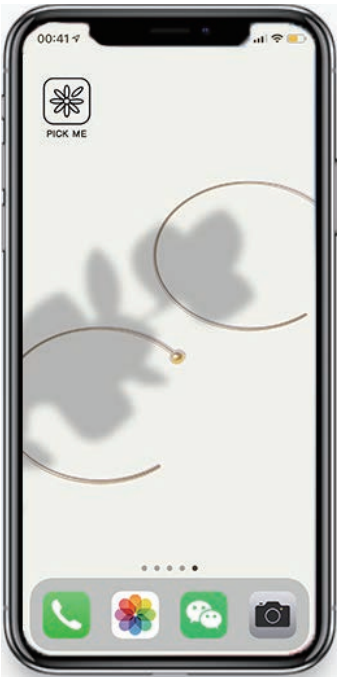
envelope & gift card

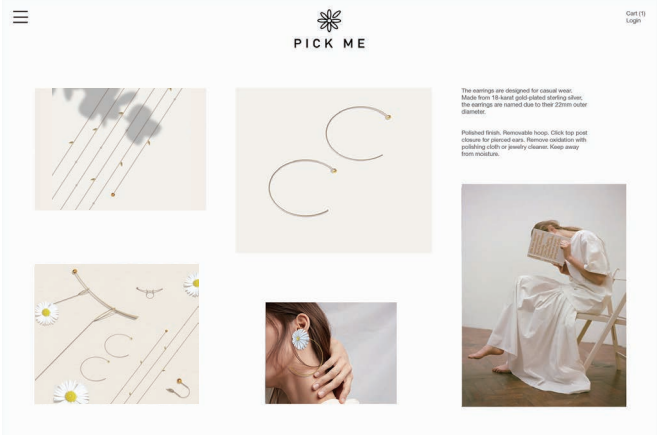


package box



APP & WEB





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