

# Analyzing The Influence of Oriental Elements on Luxury Brands

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**Abstract.** With the development of globalization and the deepening of cultural integration, oriental elements occupy an increasingly important position in the world fashion and luxury goods industry. The purpose of this paper is to explore how oriental elements affect luxury brands. In this context, Chanel Coromandel's high-end jewelry series shows the perfect integration of eastern and western aesthetics with the design of oriental elements, which has become a typical case of exploration. This paper uses the theories of cultural semiotics, brand differentiation, and cross-cultural brand management to investigate and promote the cultural value of luxury goods by incorporating oriental elements. This paper examines how to differentiate luxury goods in the market by incorporating oriental elements and enhancing the image of luxury brands. The paper recommends collaborating with traditional Chinese intangible technology, adopting China's traditional philosophy, and focusing on the exploration and inheritance of jewelry technology. It also reveals the influence of oriental elements on luxury brands, providing guidance for cross-cultural marketing strategies and the strategic deployment of luxury brands in China and other Asian markets.

**Keywords:** Chanel Coromandel; Cultural values; Market differentiation; Brand image.

## 1. Introduction

With the launch of the "One Belt, One Road" plan in 2015, China has closer ties and developments with neighboring countries. Meanwhile, economic globalization has increased communication, development, and business exchanges between nations. From the perspective of trade in goods, from 2018 to 2023, the trade in goods between China and the countries along "the Belt and Road" will grow from US \$1.9 trillion to US \$2.8 trillion, with an average annual growth of 8.1%, and the proportion will increase from 40.6% to 46.6% [1]. Among these, the trend of increasing cultural integration among countries through commodity development and import and export has also been observed. Under the trend of cultural exchange and integration, the Chinese market is gradually expanding globally. In order to further enhance the brand innovation and style evolution, some well-known luxury brands use oriental elements in watches and jewelry series to enter the public's field of vision.

In the luxury jewelry industry, although Chanel is not a top luxury item, it holds a high-end and important position. In response to the globalization process, Chanel has initiated the development of its own new products to cater to a diverse range of markets. Chanel Coromandel serves as a powerful tool of globalization, drawing inspiration from the screens traded in global trade over the past century. This series primarily utilizes Eastern screens as the design focal point, with Eastern elements serving as the design center. Following its launch, it became part of Chanel's Ultimate Jewelry series and held an exhibition at the Grand Palace in Paris.

In the current research, Liang Huie explores the origins of Chinese style and Europe's imaginative attitude towards it [2]. Chinese style formation is inseparable from early modern global trade. The first verifiable historical evidence is the trade between Europe and China. The trade between Europe and China dates back to ancient times. As early as ancient Rome, there was a fascination with China silk [3]. At the same time, some research focuses on a series of national-style products promoted by the luxury market after the epidemic in order to better seize the current development opportunities and enter the China market [3]. Estee Lauder, Givenchy, Gucci, and other brands have also used the national style elements represented by China Red to launch their national style series [4]. Some



studies use the exploitation of oriental elements in luxury clothing as an example to explore the phenomenon of Chinese elements in the luxury brand clothing industry [5]. These studies also explore the development of Chinese elements into the luxury industry as a new fashion, a trend that can be traced back to the early development of luxury goods [5]. Many European designers adopted the Chinese style in luxury brands in the mid-17th century, drawing inspiration from elements from China, Japan, and other Asian countries [5]. And as early as 2008, Hermes and Chinese designer Jiang Qionger jointly founded the brand "Shangxia" with the slogan "Salute to the already existing craftsmanship in China" [6].

With the rapid development of globalization, the luxury goods market is undergoing unprecedented changes. On the one hand, the traditional luxury goods market's influence is expanding globally. On the other hand, the rise of emerging markets such as Asia has brought new opportunities and challenges to the luxury goods industry. As one of the largest luxury consumers in the world, China's cultural background and consumer preferences have an important impact on the development strategy of luxury brands.

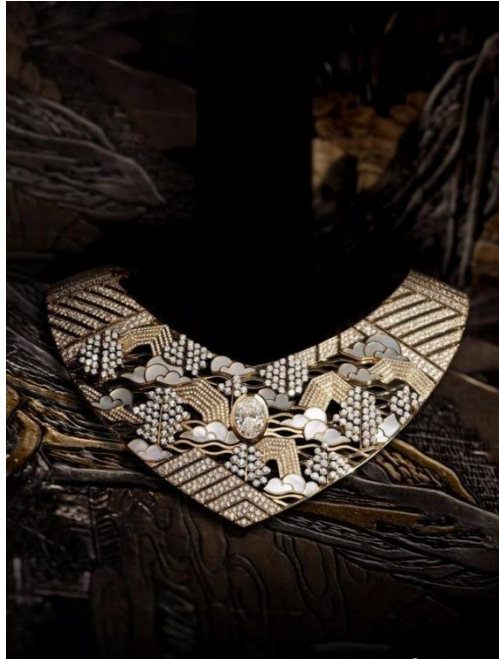
Therefore, to effectively adapt to and expand the Asian market, it is crucial to thoroughly explore and analyze the impact of oriental elements on luxury brands, as well as understand the mechanisms underlying these effects for future development and market expansion. This study will help to deepen the understanding of luxury goods' globalization strategy and explore how oriental elements shape the uniqueness and competitiveness of luxury brands from a cultural perspective. By studying the application effect of oriental elements in luxury brands, it can be explained that the differences in consumers' preferences under different cultural backgrounds and provide better theoretical support for cross-cultural luxury brand marketing. Simultaneously, luxury goods, serving as a cultural bridge, can foster mutual understanding and respect among diverse cultures, while also contributing to the diversification of global culture through the incorporation of oriental elements in communication processes. To sum up, this study aims to reveal the influence of oriental elements on luxury brands, and it is of enormous practical significance to guide the cross-cultural marketing strategies and strategic deployment of luxury brands in China and even Asian markets.

This paper uses the Chanel Coromandel jewelry series as a case study to examine its impact on the incorporation of oriental elements in luxury goods, as well as the potential launch of this series during that period. Chanel Coromandel's investigation sheds light on the increasing use of oriental elements and their impact on the luxury goods industry.

## **2. Case Description**

In 2018, Chanel first presented a collection of precious jewelry inspired by the poetic world of oriental ebony painted screen (Coromandel). "Coromandel," inspired by the ebony screen in Coco Chanel's private apartment, is named after the "Coromandel" coast in eastern India, symbolizing the cultural impact and exchange brought by international trade in the 17th century. "Coromandel" consists of 59 pieces, 24 of which are unique jewels.

Chanel Coromandel's high-end jewelry series interprets the ancient oriental elements in ebony screens around three themes: plants, animals, and rocks. The series draws inspiration from ebony painted screens, fusing the oriental scene with western creativity to create a warm collision and deep integration of traditional elements, ingenious craftsmanship, classics, and fashion. Figure 1 illustrates that the Impression Florala series features pure and simple lines, mirroring the structure of the Coromandel ebony painted screen. The flower designs outlined with hollowed-out and polished gold thread overlap on the screen, demonstrating the exquisite jewelry technology.



**Figure 1. “Impression Florale”**

(Data source: [http://www.360doc.com/content/19/0130/10/11400841\\_812114756.shtml](http://www.360doc.com/content/19/0130/10/11400841_812114756.shtml))

Plants, particularly pure white camellia, are elegant with diamonds; pink sapphire petals contrast with the green branches and leaves; and the flowers that symbolize life depict the vitality on the screen. As can be seen in Figure 2, “Évocation Florale Diamants” series, the whole series uses the curtain-like diamond waterfall design to reinterpret the screen structure and combines bright emerald-cut diamond strings and diamond screen panels to create a colorful appearance and create rich visual effects.



**Figure 2. “Évocation Florale Diamants”**

(Data source: [http://www.360doc.com/content/19/0130/10/11400841\\_812114756.shtml](http://www.360doc.com/content/19/0130/10/11400841_812114756.shtml))

Animals, based on a bird in the lobby screen of Ms. Chanel 's apartment, capture the joy and movement of its wings and turn them into exquisite forms of jewelry. Figure 3 reveals that the "Animals" theme, based on the totem of birds flapping their wings and flying high on the screen, features birds made of yellow and white diamonds, adorned with a bright diamond ring weighing over 10 carats. On ebony screens, fancy-cut diamonds depict birds and classic camellias.



**Figure 3. “Vol Suspendu”**

(Data source: [http://www.360doc.com/content/19/0130/10/11400841\\_812114756.shtml](http://www.360doc.com/content/19/0130/10/11400841_812114756.shtml))

Rocks are inspired by the beautiful scenery of the West Lake depicted on a screen. The fairyland of Cangshan flowing water and white clouds brings unique temperament to jewelry. As can be seen in Figure 4, "Horizon Lointain" series inspired by the scenery on the ebony painted screen, the diamond hills are presented, and the theme of "minerals" is perfectly interpreted. The floating mother-of-pearl clouds and diamond forests are like the horizon in the distance.



**Figure 4. “Horizon Lointain”**

(Data source: [http://www.360doc.com/content/19/0130/10/11400841\\_812114756.shtml](http://www.360doc.com/content/19/0130/10/11400841_812114756.shtml))

However, diamonds, precious stones and mother-of-pearl used in jewelry are not meant to interpret the blackness of the screen, but to show different pure colors on the basis of oriental elements. In the aspect of jewelry modeling, fan-shaped and hexagonal shapes are also used as creativity, and at the same time, a large number of traditional auspicious patterns in China are extracted. As a Chinese-style product launched by this year's fashion luxury brand, COROMANDEL series has reached the peak of China's aesthetics, and its large-scale interpretation shows the oriental story and artistic conception incisively and vividly.

In addition to the oriental features of theme elements and colors, the design team also used traditional flower windows in China, such as fan-shaped, hexagonal, heart-saving plum blossom, square victory, concentric circles, as jewelry modeling, skillfully making jewelry form a partition gap, and at the same time extracting a large number of traditional auspicious decorations in China, such as clouds

representing peace and square victory representing exorcism, and so on. Symbols were extracted from ebony screens and transferred to design drawings and finished products.

Chanel 's Ultimate Collection has always paid tribute to classics, believing in the cycle of fashion. Therefore, after the release of this product, the brand has emphasized its elegant image, and the use of Eastern elements has made its jewelry shine with a different brilliance. The fusion of Eastern and Western cultures has also made its brand image more stable.

### **3. Analysis**

#### **3.1. Effectiveness on Culture Value**

The oriental elements not only enrich the design language of Chanel 's high-end jewelry but also promote the exchange and integration of eastern and western cultures. Chanel not only reflects this integration at the product design level, but also in its deeper brand image construction, establishing the brand as one with an international vision and multicultural tolerance.

By exhibiting in Paris Grand Palace, Chanel 's works not only attracted the attention of Asian consumers but also attracted the attention of art lovers and collectors from all over the world, thus further expanding the global influence of the brand. The successful incorporation of oriental elements not only enhanced the artistry and uniqueness of Chanel 's high-end jewelry, but also yielded remarkable economic and social benefits, demonstrating the brand's respect and inheritance of cultural diversity. This not only contributes to the promotion of Chanel brand cultural value, but also provides inspiration for the luxury goods industry to seek innovation and development against the backdrop of globalization.

Through the analysis of Chinese traditional culture, Fang Xiangli concludes that the application of traditional culture in design can not only promote the development of modern design concepts but also improve national culture and national identity, which is conducive to establishing brand image [7]. Researchers conducted a brand advertising review experiment in universities, concluding that the incorporation of China elements in brand promotion significantly influences consumers' advertising and brand attitudes. They also found that advertisements featuring China elements elicit a clearer response from consumers with high cognitive levels, demonstrating that the combination of China elements and brand positioning can enhance the publicity effect [8].

#### **3.2. Effectiveness on Market Differentiation**

The application of oriental elements in the design and marketing of Chanel 's high-end jewelry not only significantly enhances the market differentiation characteristics of the brand, but also enhances the recognition of the Chanel brand, its products, and consumers' preference for the brand through its unique design concept, cultural integration, and the multi-dimensional mechanism of emotional connection between the retro design and the audience.

From the design concept, Chanel skillfully connects jewelry with animals and plants and integrates the exquisiteness and natural harmony of oriental aesthetics into jewelry design. These elements not only endow the products with profound cultural connotations but also make Chanel 's series of works unique in the global luxury market and more collectible. Chanel adeptly comprehends and replicates the oriental elements present in the Oriental screen. From a cultural integration perspective, it successfully combines eastern and western aesthetic concepts to create a jewelry series with international aesthetic trends and regional characteristics. This cross-cultural design enriches product connotation and promotes brand globalization. As a collection of Chanel, Oriental Screen can better arouse consumers' emotional resonance with the stories and design concepts of the oriental cultural background it represents, at the same time, it also caters to the classic design and retro route of Chanel 's high-end jewelry, and enhances consumers' goodwill towards the brand.

Yan once cited the breakfast brand Lu Yuanwai [9]. By analyzing the concepts of brand culture and brand image, and their relationship, Yan argues that brand culture is the essence of brand image. He further explains that the combination of brand culture and brand image can more effectively demonstrate the strength of the brand, its cultural heritage, and its uniqueness [9]. Zhang Shizhuo's article also demonstrates the utilization of cultural elements as a visual symbol in brand image shaping, using the design of signal lamps as an example. At the same time, distinctive cultural elements help the public remember the brand and benefit its development [10].

### **3.3. Effectiveness on Brand Image**

Chanel skillfully uses the oriental elements in this high-end jewelry series to give the works a unique cultural connotation, enhance the cultural identity of consumers from East Asia, effectively enhance its brand image, and enhance its memory.

Chanel designers enhance the visual impact of jewelry by incorporating oriental screens as design elements and utilizing enamel technology in the production process, thereby transforming each piece of jewelry into a stunning work of art. Chanel demonstrates the brand's respect and tolerance for multiculturalism by incorporating oriental elements, as well as Chanel's innovative spirit as a luxury goods leader, which enhances its artistic value and brand position. With the rise of the oriental market, Chanel has effectively attracted the attention and love of consumers in this region through the successful use of oriental elements, laying a solid foundation for the brand to expand its influence in the market.

He Jia News conducted an investigation to determine the effectiveness of the China element. They tested the attitude evaluation mechanism of China consumers regarding the purchase possibility of global brand products with the China element using a questionnaire. They concluded that the local symbolism of brands positively influences the purchase possibility of products. This confirms the effectiveness of global brands' global localization strategy in emerging markets, which can positively influence consumers' attitudes towards new products [11].

## **4. Suggestion**

### **4.1. Suggestion on Culture Value**

In recent years, with the development of the e-commerce industry, the luxury goods industry has set off a wave of store closures around the world, and more luxury brands choose to join e-commerce platforms such as T-mall JD.COM for sales. At the same time, local jewelry brands in China began to emerge, and head jewelry stores quickly seized the market [12]. Emerging brands are constantly gaining momentum and challenging the market share of traditional luxury brands. As a symbol of fashion, Chanel understands that leveraging the traditional elements of China and other eastern countries to enhance the competitiveness of its products is not only a strategic deepening against the backdrop of globalization, but also an enrichment and sublimation of the cultural value of the brand's products.

Based on the current market background, Chanel needs to dig deep into the cultural value of traditional elements. It can combine the newly launched products with China's traditional intangible culture, create a new series with traditional patterns in oriental culture, and conduct interactive experience activities in the form of online and offline combinations to let consumers experience the charm brought by traditional culture.

As social and economic levels improve, more and more people begin to pursue personalized and unique products, and products rich in traditional culture can often stimulate the interest of target groups, thus arousing their desire to buy. The subtle cultural application and interactive experience can improve the public's perception of products with traditional elements, as well as help to strengthen brand recognition and differentiation.

## 4.2. Suggestion on Market Differentiation

At present, consumers in the jewelry market are younger. According to the sample data of T-mall luxury consumers in 2019, post-90s consumers account for nearly half of all T-mall luxury goods users, with their luxury consumption reaching as high as 45% [13]. They are more interested in personalized and customized products, and they have higher requirements for product stories and design styles. Compared with other professional brands, Chanel is not well known in the field of jewelry, and it lacks uniqueness in jewelry design, so it is difficult to meet the requirements of young consumers for personalized products.

Given the aforementioned issues, Chanel must adapt to the local culture when expanding into the eastern market, while simultaneously enhancing the uniqueness of its own product design. Chanel can learn from the concept of "harmony but difference" in China's traditional aesthetics and incorporate it into its jewelry design to create products that not only reflect the charm of traditional culture, but also showcase a blend of national exchanges and cultures, demonstrating both tradition and innovation. Integrating new ideas is a crucial aspect of new design concepts, as it can aid in crafting compelling brand narratives and enhancing consumers' sense of identity through brand culture. Millennials also find the personality that emerges from the collision of different cultures more acceptable and beloved.

## 4.3. Suggestion on Brand Image

At present, with the rejuvenation of the consumer market and the acceleration of digital transformation, online and offline integration has become a new trend, which not only changes people's shopping habits but also provides new competition for traditional luxury brands to establish brand image. On this basis, GUCCI has incorporated diversified design elements into the classic Italian element culture, and the collision of multiple elements has made it a new favorite in the field of luxury goods [14]. Compared to emerging brands, Chanel boasts a unique brand story as an established luxury product. Given the rapid development of digitalization, Chanel relies heavily on continuous innovation based on the inheritance of classics to maintain its market position.

In the digital age, social media has become a bridge between the brand and the younger generation. Chanel can strengthen the research and inheritance of jewelry-making technology by holding online exhibitions or online interactions and cooperating with traditional craft inheritors to show the combination of tradition and modern technology. In this way, it can be shown that the process of jewelry making to consumers or let consumers experience jewelry making by scientific and technological interaction, enhance their sense of identity with brand culture, spread the charm of Chinese culture around the world, expand the Chanel brand market, and attract consumers.

## 5. Conclusion

This paper examines the oriental elements present in the Chanel Coromandel high-end jewelry series, along with their cultural significance, to investigate the impact of these elements on luxury brands. The Chanel Coromandel high-end jewelry series enhances the cultural value of the Chanel brand. The research on the impact of cross-cultural communication on market development and brand image establishment under the new trend offers recommendations on how Chanel can enhance its brand image and boost brand loyalty in China and other international markets by incorporating oriental elements. The study concludes that incorporating oriental elements can aid luxury brands in achieving cross-cultural communication and enhancing brand loyalty by narrating stories of the new era through cultural collisions.

Through examples, this paper verifies that cultural elements can enhance the user identity of luxury brands, and at the same time, user identity can improve the brand image of luxury brands so that luxury brands can expand their market influence, and then it can be known that the application of cultural elements in luxury products can help companies establish their image and help them develop. This study concludes that the use of oriental elements in cross-cultural marketing of luxury goods can

provide valuable guidance for luxury brands entering the Asian market, executing digital production in the future, and strategically deploying their brands in China and the Asian market. Integrating oriental elements into products not only enhances understanding and respect between different cultures, but also serves as a valuable reference for the design of brand follow-up products. However, this paper only studies the effects of cultural levels on the development of luxury goods and does not include other aspects. Perhaps some limitations exist, necessitating further exploration for future reference.

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