



Reimagining Jiuquan Jade: A Fusion of Heritage, Design Innovation, and Youth Cultural Aesthetics

Zhang Xu¹ and Saowaluck Phanthabutr^{2*}

^{1,2}College of Social Communication Innovation, Srinakharinwirot University, Thailand

¹E-mail: zx1336362716@gmail.com, ORCID ID: <https://orcid.org/0009-0008-9973-7155>

^{2*}Email: saowaluck@g.swu.ac.th, ORCID ID: <https://orcid.org/0009-0006-0665-4883>

Received 26/06/2025

Revised 11/07/2025

Accepted 18/08/2025

Abstract

Background and Aim: This study focuses on the “design and development of Jiuquan jade products that align with youth aesthetics,” drawing on Pandora’s successful design experience to propose a design framework integrating traditional Jiuquan jade symbolism with contemporary minimalist aesthetics, resulting in necklace, bracelet, and ring prototypes that combine emotional storytelling with cultural heritage.

Materials and Methods: The research methods include: synthesizing Jiuquan jade’s historical and cultural value and its current market status via literature reviews and industry reports; applying jewelry composition theory and design principles to propose a “culture + modern elements” product-design framework; and, concerning Pandora’s product-design successes, crafting four Jiuquan jade items—a necklace, a bracelet, a ring, and a customizable series.

Results: Literature review and expert interviews identified limited innovation and superficial cultural integration in traditional Jiuquan jade products, constraining their market recognition. Analysis of 2024 Taobao sales data for Pandora highlighted that necklaces, rings, and bracelets constitute nearly 70% of sales, with 83.33% featuring 925 silver, informing quantitative design criteria. The resulting designs integrate jade-metal combinations and an East-West fusion approach, iteratively refined through stakeholder feedback.

Conclusion: This study provides a design framework for cultural heritage industries seeking to adapt traditional craftsmanship to the aesthetic preferences of young consumers, offering insights applicable beyond the specific case of Jiuquan jade.

Keywords: Jiuquan Jade; Pandora Jewelry; Jewelry Design; Cultural Heritage

Introduction

Chinese jade culture has a long history, with the use of jade artifacts dating back eight thousand years. Jiuquan jade originates from the Qilian Mountain region in Gansu Province, characterized by its warm texture and primarily composed of serpentine-type rocks, possessing high decorative value and cultural symbolism (Guo et al., 2021). Despite its long history and profound cultural heritage, the development of the Jiuquan jade industry has faced many challenges in recent years. Traditional product styles are monotonous and designs are conservative, resulting in low recognition and appeal among young consumer groups.

With the rise of the “Guochao” (national trend) culture and enhanced confidence in ethnic culture, new development opportunities have emerged for the jade carving industry. According to data released by the China Jewelry and Jade Industry Association, the national jewelry and jade market size reached 820 billion yuan in 2023, a year-on-year growth of 14%. The strong performance of the jade market was mainly driven by the revival of traditional culture and the rise of “Guochao” (Chinese trends), greatly boosting the cultural value of jade. Young consumers are showing a significant increase in demand for products with cultural value and emotional symbolism (Jia, 2024). However, currently, most Jiuquan jade products remain traditional in form and souvenir attributes, lacking series production, interactivity, and emotional expression, failing to effectively connect with the aesthetic preferences and value orientations of the young market, in 2020, the Jiuquan Night Light Cup factory's production fell dramatically from 60,000–80,000 units to only 10,000–20,000 units, and halved again by 2022.

Therefore, this study is based on Jiuquan jade, focusing on innovation issues in its product design, drawing on Pandora’s experience in product design to explore product development paths of jade that align with young aesthetics and cultural expression. The research aims to promote Jiuquan jade products toward





greater artistry, cultural significance, and youthfulness, achieving dual enhancement of cultural inheritance and market value.

Objectives

1. To deconstruct and reinterpret the historical and cultural value of Jiuquan jade within the context of contemporary consumer culture.
2. To critically analyze Pandora's design and marketing strategies as a case study in the commodification of cultural symbolism.
3. To develop innovative Jiuquan jade products based on the findings of the study.

Literature review

To deeply explore the innovative paths in the product design of Jiuquan jade and draw on Pandora's successful design concepts, this study reviews relevant theoretical and practical research as the theoretical foundation.

Cultural value of Jiuquan jade

Wang and Dong (2004) found that Jiuquan jade has a long history of development and utilization. It is said that during the Spring and Autumn Period, various tribes in the West presented the "Eternal Light Cup" to King Mu of Zhou, which was made of Jiuquan jade. Since then, the Jiuquan Eternal Light Cup has been passed down as a tribute and has been popular as a famous wine vessel, while Jiuquan Jade has gained widespread recognition.

Li (2021) found that Jiuquan jade culture has a long history and a long history. The Qilian Mountains are rich in jade, and their development and utilization can be traced back to the late Neolithic period. Within the distribution range of Qijia culture, that is, with Lanzhou in Gansu as the center, east to the upper reaches of Weishui in Shaanxi, west to the Huangshui basin in Qinghai, and north to Ningxia and Inner Mongolia, there are very rich jade mines, that is, the ancients called "Kunlun jade", that is, ancient Qilian jade.

Jewelry design principles

Pei (2015) suggests that planar composition theory plays a crucial role in modern jewelry design, highlighting how elements such as points, lines, and surfaces can enrich form and visual impact. This supports the integration of design theory into jade jewelry aimed at youth markets.

Su (2024) emphasizes that jewelry design must respond to consumers' lifestyles and emotional expectations, especially amid evolving digital communication and cultural trends. She points out that cross-industry collaboration, personalized design, and social media promotion are key strategies for jewelry brand success today.

Pandora's marketing strategies

Voitiuk (2019) argues that jewelry acts as a symbolic medium, with designers using abstract shapes and imagery to convey emotions and identity. His study on early 20th-century jewelry reinforces the emotional storytelling concept embedded in Pandora's product design.

Zhang and Hua (2018) found that Pandora's success lies in combining customizable storytelling charms with symbolic design, enabling consumers to commemorate personal milestones.

Wang (2021), in a study on Pandora's symbolic marketing strategy, discovered that symbolic value significantly enhances consumers' purchase intentions. Pandora imbues its products with symbolic meanings such as "love," "courage," and "memories," making jewelry a medium for expressing emotions and identity.

From the above literature review, it is evident that the integration of traditional craftsmanship and modern design concepts has become an important trend in contemporary jewelry design. These studies provide strong references for optimizing Jiuquan jade products from a design perspective, enhancing their cultural expression and market appeal.

Conceptual Framework

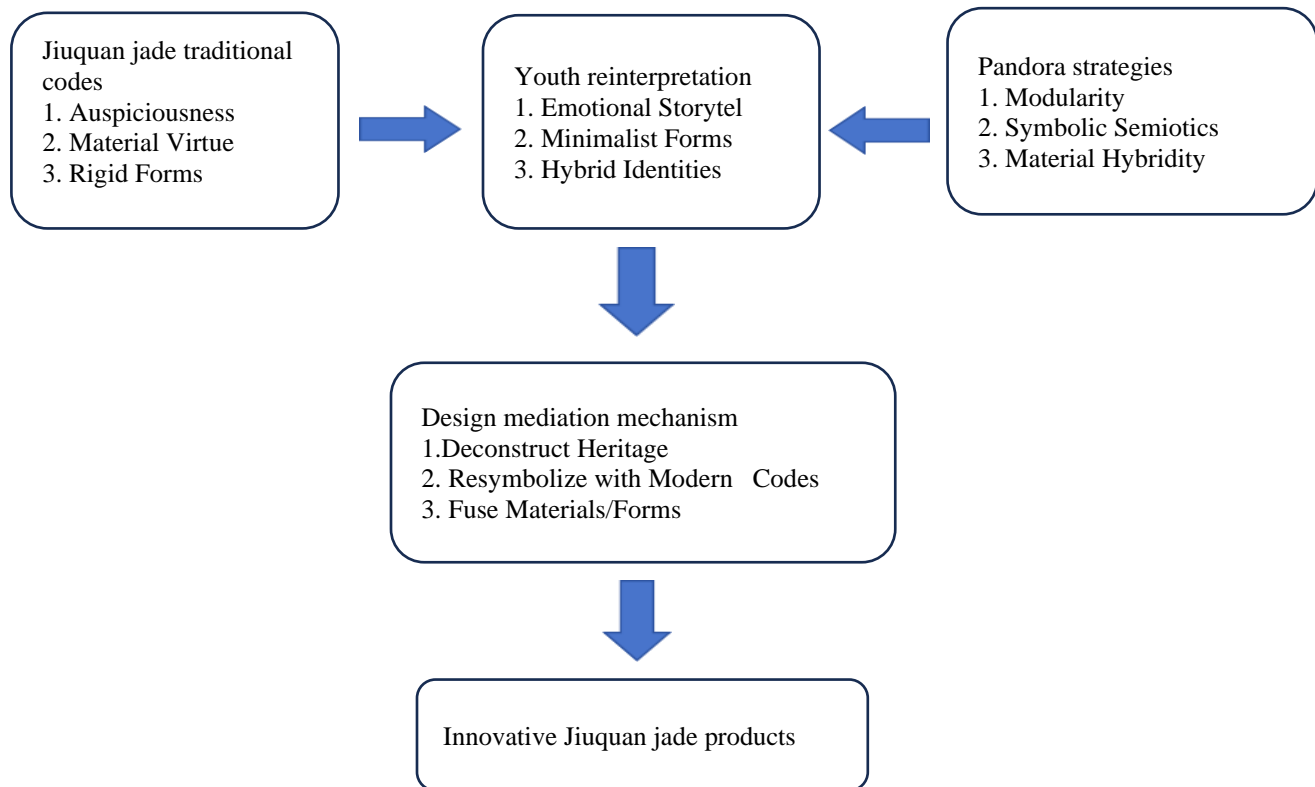


Figure 1 Research Framework
Note: Constructed by the researcher

Methodology

To enhance the design quality and aesthetic expression of Jiuquan jade products, this study approaches from the perspective of product design and employs multiple research methods to systematically investigate the material characteristics, craftsmanship styles, and consumer preferences of Jiuquan jade, as well as successful design strategies of relevant jewelry brands. The research methods are as follows:

1. Literature Review

By collecting and organizing related academic literature, industry reports, and intangible cultural heritage research materials, this method aims to understand the historical background, craftsmanship evolution, cultural value, and design bottlenecks of Jiuquan jade. Meanwhile, modern jewelry design theories such as composition, color, and structural design are analyzed to provide theoretical support for subsequent product creation.

2. Field Research (Artisan Interviews)

Six in-depth interviews were conducted with jade carvers and intangible cultural heritage inheritors to explore traditional techniques, market challenges, and consumer aesthetics. Key questions included: What are the main features and traditional techniques of Jiuquan jade? What challenges and opportunities exist in the market? How do young consumers perceive aesthetics? How to integrate tradition with modern design? How should products adapt to changing demands? Which cultural stories should be emphasized?

3. Case Study (Pandora Design Analysis)

Analyzed the top 30 best-selling Pandora products on Taobao in 2024. Products were selected based on sales volume and revenue rankings. Study to analyze their design features in terms of shape, color matching, structure, and symbolic expression, with special attention to how emotional design and modular structures achieve personalized expression. This method provides external inspiration and reference for the development of Jiuquan jade products.

4. Expert Evaluation

After completing preliminary product designs (e.g., necklaces, bracelets, rings), three jewelry design experts evaluated the prototypes and marketing plan through structured interviews and feedback sessions. Evaluation criteria included aesthetic performance (visual appeal, style, and trendiness), material selection and craftsmanship quality, cultural symbolism and storytelling effectiveness, market competitiveness and differentiation potential, as well as comfort and practicality in daily wear. Experts' feedback guided the refinement of final designs and marketing strategy.

Through the combined application of these research methods, this study realizes product design exploration for young consumer groups based on traditional jade carving craftsmanship, ensuring that the design proposals possess both cultural depth and alignment with contemporary aesthetic trends.

Results

Step 1: Jiuquan Jade Culture and Historical Study

Through literature analysis and interviews with six jade carving artisans and intangible cultural heritage inheritors, it was found that current Jiuquan jade products face several design-related challenges:

At present, the main products on the market—such as luminous cups, wine vessels, and goblets—continue to follow traditional forms, with conservative styles and a lack of variation or product series. Many interviewed experts noted that market demand is becoming increasingly segmented: traditional collectors still prefer classic motifs, while younger consumers favor minimalist, modern designs with cultural symbolism. Although current designs continue to preserve traditional craftsmanship, they have yet to effectively respond to contemporary aesthetic expression.

The interviews also revealed that the deep green and black-green texture of Jiuquan jade significantly influences subject matter selection. Artisans often adopt themes such as landscapes, bamboo groves, or constellations, using techniques like bas-relief, shallow carving, and geometric composition to express the material's characteristics. For instance, some artisans have experimented with combining the concepts of "zodiac signs + amulets" to create works like the "Moonlight Pendant," which blends traditional openwork techniques with modern symbolic elements to attract younger consumers. However, such innovations remain at an experimental stage and have not yet developed into product lines or scalable offerings.

Most respondents emphasized that design directly influences perceived product value. Mass-produced items are typically priced based on material cost and design complexity, whereas customized products, due to their clear symbolic meanings, are more readily accepted. Younger users are more willing to pay a premium for items with emotional and narrative value.

In addition, sales channels also shape design strategies. Currently, most Jiuquan jade products are sold offline in scenic areas, which often leads them to be positioned as "souvenir-type" items, limiting design innovation. While online platforms and trade fairs are being explored, they have not yet effectively showcased the potential of innovative designs.

In summary, current Jiuquan jade products remain largely rooted in traditional craftsmanship, lacking modern compositional language, symbolic expression, and systematic product development. This limits their ability to resonate with young consumers both visually and culturally.

Step 2: Analysis of Pandora's Successful Design

To identify successful modern design practices applicable to Jiuquan jade, this study selected the top 30 best-selling Pandora products on the Taobao platform in 2024 as case studies. Focusing on the young consumer demographic, the study analyzed the key characteristics of these products' design.

The results indicate that Pandora's core strength lies in its emotional storytelling: each charm carries a specific memory, emotion, or symbol—ranging from cultural totems to life stages—expressed through concrete forms. This emotionally symbolic design has become central to the user experience. The most popular product categories among young users were necklaces, rings, and bracelets, accounting for approximately 70% of total sales. This suggests that Pandora's overall design strategy centers on wearable, small-scale items that seamlessly integrate with clothing and daily life.

In terms of form, Pandora extensively applies planar composition principles, using points, lines, and surfaces to construct soft curves and symmetrical structures, thereby achieving a design language that is both concise in form and rich in meaning. Material-wise, sterling silver was used in 83.33% of the products, with cubic zirconia embellishments appearing in 60%, combining lightweight metals and crystalline materials to maintain texture while enabling mass production and personalized combinations.

Frequent keywords in user reviews included “meaningful,” “high commemorative value,” “matches my story,” and “versatile,” all of which underscore the emotional resonance between design and consumer. Co-branded and themed collections (such as Moments and Pandora ME) were particularly favored by young consumers for their rich symbolic expression. The primary design themes were “emotional expression,” “messages of blessing,” and “self-representation.” Notably, 56.67% of the products featured symbolic elements that fused Eastern and Western cultural motifs, reinforcing a sense of cultural hybridity.

Compared to Jiuquan jade products, Pandora's designs are characterized by modularity, emotional appeal, and lightweight construction. Through minimalist yet symbolically rich graphic language and combinable product structures, Pandora successfully fosters emotional interaction between products and consumers. For Jiuquan jade, adopting similar approaches in symbolic composition, concise design language, and emotional storytelling could significantly enhance the contemporary appeal and emotional value of its products.

Step 3: Design and Development of Jiuquan Jade Carving Products

Drawing on the comprehensive analysis of earlier research data, the team will focus on three core categories—necklaces, rings, and bracelets—using sterling silver and Jiuquan jade as primary materials, with cubic zirconia and other accents for differentiation. Each piece is imbued with themes of emotional commitment—such as promises of love and blessings of friendship—framed within a stylistic language that fuses Eastern and Western cultural motifs to achieve deep unity of product and heritage.

Design 1: Necklace

Design Concept:

Under the theme “Fusion · Protection,” this necklace weaves together permanence and tenderness to express a stable yet ever-expanding emotional bond. Interlocking materials symbolize how people seek coexistence and harmony amid their differences. Two interlinked rings represent East-West cultural integration, conveying closeness and balance in relationships; the contrast of sterling silver and jade embodies the harmony of strength and softness.

Design Elements:

The necklace features two interlocking rings, with one primarily made of sterling silver and the other of Jiuquan jade. The sterling silver ring has clean, sharp lines that emphasize a modern metallic aesthetic. The asymmetrical drop-chain structure breaks the symmetry, adding rhythm and fluidity, enhancing the wearer's gentle elegance. A jade bead at the end of the chain resembles a tassel, symbolizing an enduring connection and continuous longing, while also reflecting the Eastern aesthetic of “leaving room” in traditional ornamentation. The jade ring is smooth and full, conveying a sense of warmth and restraint.

In Chinese culture, circles symbolize “completeness,” “reunion,” and “harmony.” The ancient concept of “heaven is round, earth is square” expresses reverence for the universe and a holistic worldview. The circle also represents the cyclical nature of life and emotion, infinite and unending.

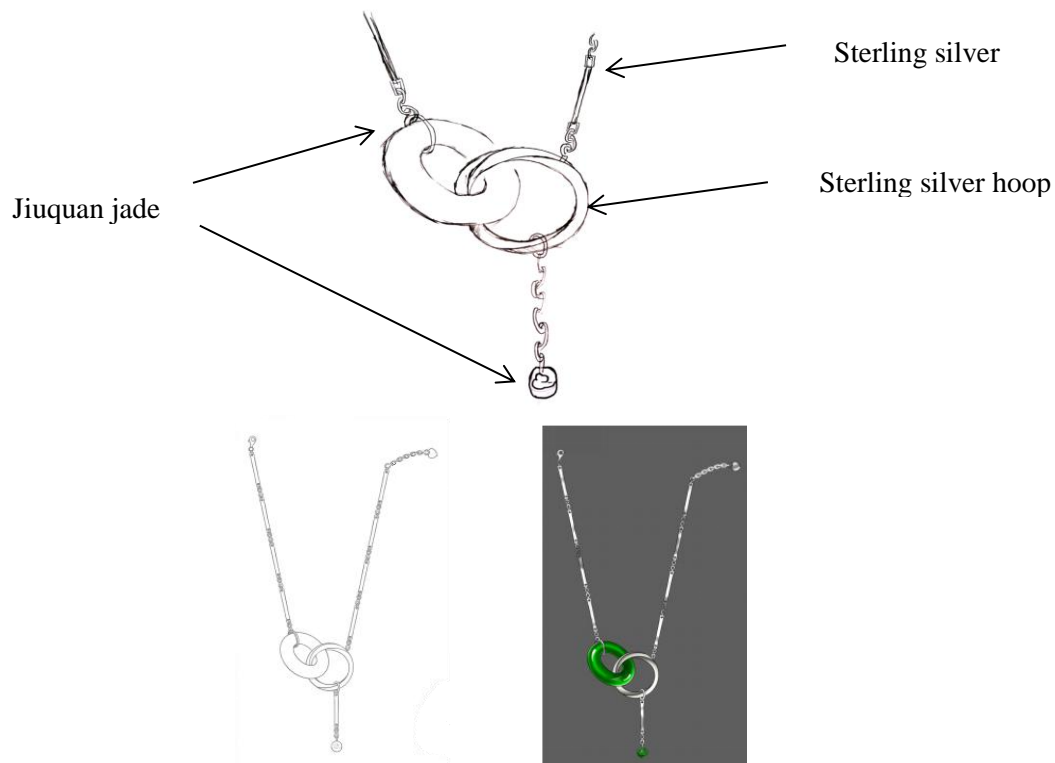


Figure 2 Necklace design, sketches, and renderings
Source: Constructed by the researcher

Symbolism and Cultural Connotation:

This necklace embodies the deep emotional bonds, harmonious integration, and steadfast protection between individuals. It is more than an aesthetic adornment; it's a visual expression of the wearer's inner temperament, spiritual aspirations, and attitude toward relationships. Wearing this piece signifies that no matter how time flows, precious feelings and convictions will, like a Möbius strip, remain unendingly and inseparably connected.

Value Expression:

This necklace features Jiuquan jade as the central gemstone. The jade's warm and gentle texture symbolizes the unbreakable emotional bonds between people. It represents not only a continuation of culture but also an emblem of inner faith. Here, Jiuquan jade is more than just a decorative material—it is a “spiritual jade” that carries emotions and blessings.

Design 2: Necklace

Centered on the idea of “Eternal Connection,” the design draws inspiration from the Möbius strip—an endless loop symbolizing perpetuity, unity, and harmony. The interweaving of two rings represents the inseparable emotional ties between people—whether lovers, family, or friends—linked and sustained like the Möbius form. By incorporating Jiuquan jade as a primary material, the piece reflects Eastern ideals of “gentleness like jade” and the balance of strength and softness, forging a bridge of aesthetic dialogue between modern fashion and traditional cultural emotion.

Design Elements:

The design incorporates the structure of the Möbius strip (twisted band), resembling a variation of the “∞” symbol, alluding to eternity and infinity. The two sterling silver rings are intertwined to form a fluid and tightly-knit whole, visually creating the outline of a heart, bringing harmony between the rational

and emotional aspects of the geometric structure. Inside the metal rings, jade strips are embedded, blending metal and jade in a clever fusion.

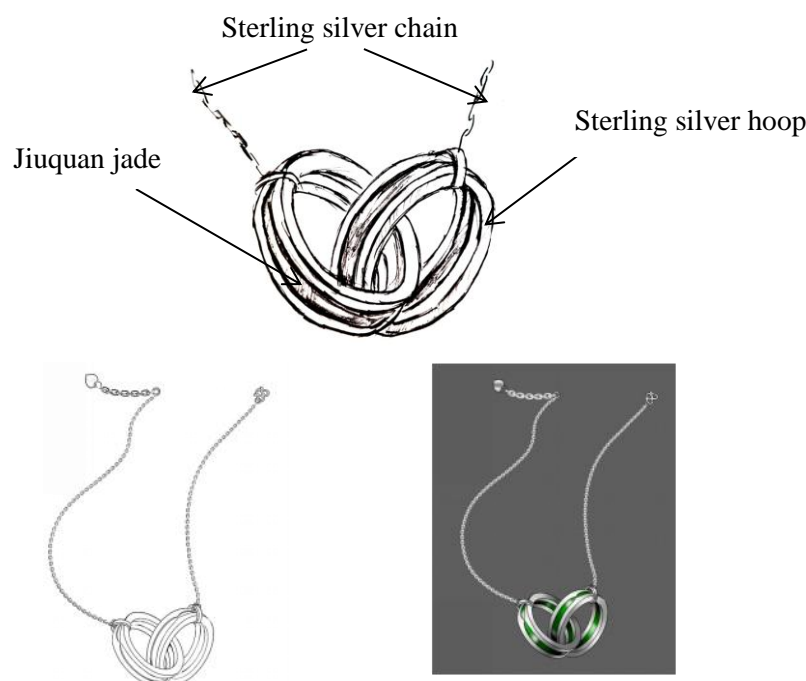


Figure 3 Necklace design, sketches, and renderings
Source: Constructed by the researcher

Symbolism and Cultural Significance:

This necklace, inspired by the structure of the Möbius strip, symbolizes eternity, endlessness, and the cycle of life. The interlocking rings represent the deep emotional connection and inseparable bond between individuals, whether lovers, family, or friends, forever united and reliant on each other, like rings tightly linked together. Each silver ring is embedded with Jiuquan jade, symbolizing the Eastern cultural virtue of "gentle like jade," and also carrying wishes for peace, good fortune, and protection. The overall design merges modern geometric aesthetics with traditional jade culture, expressing a profound appreciation for eternal relationships and inner character. It not only has visual appeal but also carries emotional and cultural depth.

Value Expression:

The design is inspired by the infinite symbolism of the Möbius strip, with a slender Jiuquan jade piece set at the center. As light plays across its surface, it refracts a subtle, shifting pale green-white glow, representing an endless journey of companionship. The jade embodies a concentration of strength, carrying the promise that "no matter how time changes, the connection remains unbroken." Wearing it is like keeping a piece of "everlasting emotion" close to the heart.

Design 3: Bracelet

Design Concept:

The design centers around a delicately carved jade "Ruyi" motif, with jade beads embedded on both sides. The overall shape symbolizes auspiciousness and dual protection, conveying well wishes for a smooth and fulfilling life.

Design Elements:

The central jade stone is intricately carved into a "Ruyi" motif, forming a soft, curved shape. The surface features full, smooth lines, showcasing the jade's warm and refined texture. On either side of the

"Ruyi" motif, a small round jade bead is set, complementing the central stone and enhancing the overall layered feel. The bracelet's chain is made of sterling silver, with a minimalist style that emphasizes the focus on the main pendant design.

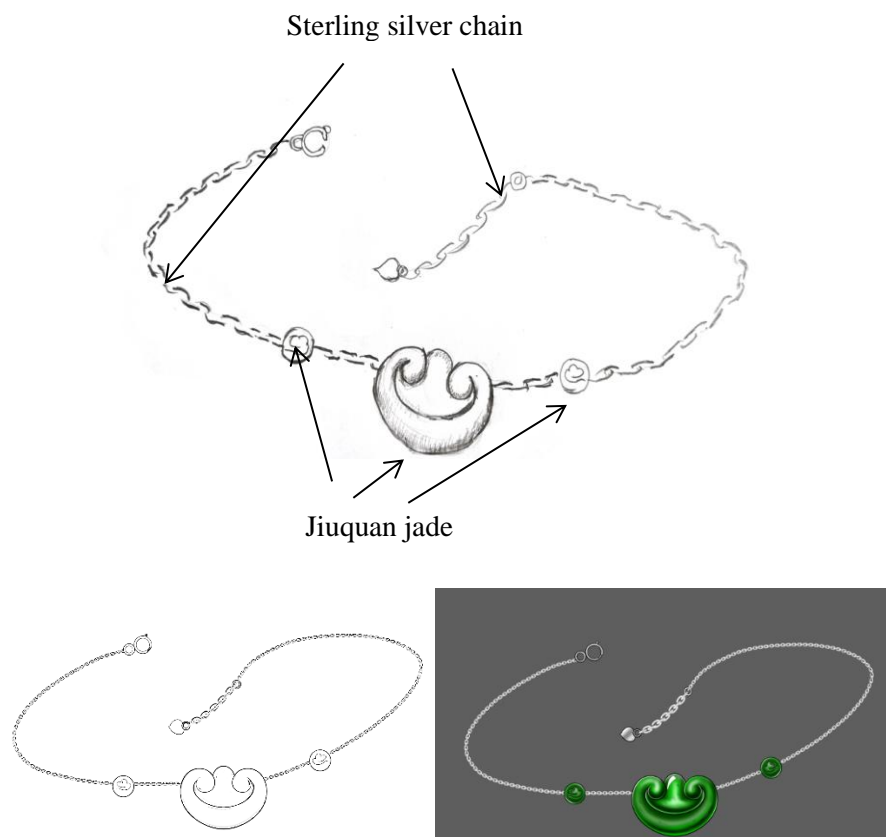


Figure 4 Bracelet design, sketches, and renderings
Source: Constructed by the researcher

Symbolism and Cultural Significance:

The "Ruyi" motif is a common symbol in Chinese traditional culture, often seen in artifacts and jewelry. It represents "everything as wished" and "smoothness in all things." The head of the Ruyi is typically cloud-shaped or resembles the shape of a lingzhi mushroom, symbolizing good fortune and longevity, as well as embodying the wish for a beautiful life.

On both sides of the central Ruyi stone, small jade beads are added, creating visual and symbolic balance. The two jade beads can be seen as "dual stars offering protection" or "pairing wings in flight," symbolizing guardianship and companionship. Alternatively, they may represent "yin and yang in harmony," signifying unity and balance. The inherent warmth of the jade contrasts with the cool metallic sheen of the sterling silver, perfectly embodying the concept of "strength and gentleness in balance." The curves of the Ruyi motif complement the simple lines of the bracelet, resulting in a visual harmony that is soft yet modern, symbolizing the balance between tradition and fashion.

Value Expression:

The central Jiuquan jade is intricately carved with traditional patterns, incorporating auspicious cloud motifs that symbolize smooth progress and continuous blessings. Flanking it are small Jiuquan jade beads, like guardian stars, lightly encircling the centerpiece to express companionship and protection for the wearer. Like family accompanying someone on a journey, Jiuquan jade conveys a heartfelt wish for safety.

This design also carries a gentle blessing for contemporary young people: “May good fortune always accompany you on your path to chasing dreams.”

Design 4: Ring

Design Concept:

This ring is designed with the concept of "Guardianship and Eternity," blending the warm imagery of Eastern jade culture with the minimalist logic of modern geometric aesthetics. The overall shape is delicate and understated, rich in meaning, serving not only as a vessel for emotion but also as a medium for aesthetic expression.

Design Elements:

The center of the ring features a Jiuquan jade bead as the main stone, symbolizing the core of emotions and the refuge of the soul. It is accented with cubic zirconia stones, sparkling like stars, adding a dynamic radiance to the design. The upper structure of the ring incorporates elements of the Möbius strip, symbolizing the endless and continuous emotional connection.

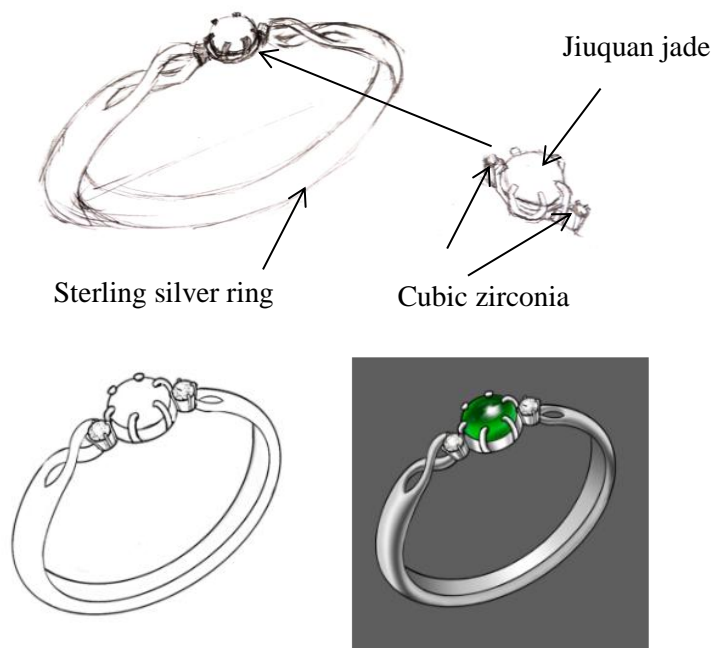


Figure 5 Ring design, sketches, and renderings

Source: Constructed by the researcher

Symbolism and Cultural Significance

This ring features a Jiuquan jade bead as the heart of emotion, surrounded by cubic zirconia stones that sparkle like stars. It represents maintaining a pure and steadfast attitude in life amidst the chaos of the world. The Möbius strip element symbolizes the endless continuity of emotions and the infinite mutual acceptance between individuals, elevating the ring into a symbol of guardianship, hope, and eternity.

The combination of sterling silver, jade, and cubic zirconia represents the unity of multiple cultures and values. This fusion makes the ring not only rich in Eastern charm but also aligned with modern aesthetics. It is suitable for both formal occasions and daily wear, showcasing a unique and refined temperament.

Value Expression

The ring's center features a round Jiuquan jade stone, symbolizing the core of the soul, surrounded by zircon stones that protect it like stars. The Möbius strip structure represents an infinitely continuing vow, while the Jiuquan jade serves as the spiritual focus of the ring, embodying “Protection · Eternity.” This

design gathers the essence of heaven and earth onto the finger, signifying the strength and sanctity of a relationship or a belief.

Compared to traditional Jiuquan jade products (mainly luminous cups and goblets), the new necklace, ring, and bracelet designs incorporate modular forms, symbolic expressions such as Möbius strips and Ruyi motifs, and combine Eastern and Western cultural elements. This approach enhances visual appeal and emotional connection for young consumers.

Step 4: Final Design

Based on the evaluations from three experts, it can be concluded that the researchers' considerations regarding structural stability, wear-resistant material selection, and wearing comfort were well recognized. The experts affirmed that the current design effectively targets core consumer groups such as office workers and university students. They also recommended further exploring the youth market by introducing affordable, well-designed small accessories, as well as premium co-branded pieces supported by cultural storytelling and strong brand positioning to enhance the perception of "cultural added value."

Regarding the integration of traditional and modern elements, the experts believed that no fundamental conflict exists but emphasized the need for careful handling. They suggested reconstructing traditional symbols through contemporary design language to enhance the depth and recognizability of cultural expression.

Overall, the experts expressed affirmation of the researcher's design, noting outstanding performance in material selection, process planning, and product comfort, while also identifying areas with potential for further improvement.

Discussion

1. Discussion on the Success of Pandora's Product Design

Through an in-depth analysis of the top 30 best-selling Pandora products on the Taobao platform in 2024, this study finds that Pandora has successfully transformed traditional jewelry into emotional carriers by utilizing emotional storytelling and symbolic expression in its product design. This finding aligns closely with Zhang & Hua's (2018) viewpoint that "jewelry design is not merely about presenting aesthetic forms, but should also convey deep emotional and cultural meaning." Furthermore, Pandora emphasizes user participation and modularity in its designs, offering a DIY beading experience. This echoes Cao's (2019) study on structural design theory, which states that "jewelry design should respect the user's potential for structural involvement."

2. Discussion on the Design of Jiuquan Jade Products

This study upholds the dual concept of "culture + modern elements," redesigning products around youth consumer demands. In design strategy, symbols such as interlocking rings, ruyi motifs, and Möbius strips were deployed to forge product shapes that both inherit traditional cultural essence and resonate with young people's preference for minimal, abstract, and meaningful visuals. This approach echoes Wang's (2021) idea that revitalizing intangible-heritage crafts requires a fusion of form and semantics.

Our design practice and expert interviews reveal that appropriately integrating modern aesthetic elements aligns the products more closely with young consumers' tastes without diluting their cultural value—instead, it opens new market avenues for traditional craftsmanship. This insight suggests that future innovations in Jiuquan jade design should carefully balance cultural inheritance with contemporary aesthetics to satisfy market needs while retaining traditional craft charm.

In the product designs, we also followed Cao's (2019) composition theory, using geometric contrast to enhance spatial beauty. However, our emphasis on emotional storytelling departs from traditional jade marketing's focus on "material value." This shift aligns with Zhang & Hua's (2018) "emotional carrier" strategy for Pandora, confirming that cultural narratives can elevate perceived value among younger demographics.

On the craftsmanship front, by respecting traditional polishing methods and integrating laser-engraving technology, the research achieves a synergy of handcraft and modern technology—preserving

the stone's natural texture while boosting production efficiency and scalability. Furthermore, drawing on Pandora's design model, this study strengthens the "emotional story" aspect in Jiuquan jade products, endowing them with more powerful symbolic communication.

Compared to traditional Jiuquan jade products (mainly luminous cups and goblets), the new prototypes include necklaces, rings, and bracelets that incorporate modular design forms and symbolic elements such as Möbius strips and Ruyi motifs. These pieces combine Eastern cultural symbolism with contemporary minimalist aesthetics, emphasizing personalization and narrative value. The designs feature simplified lines and geometric compositions to align with modern youth preferences, using S925 silver, cubic zirconia, and partial Jiuquan jade inlays to ensure affordability and fashionable appeal. Unlike the fixed, highly traditional forms of older Jiuquan products, these works focus on interactive and story-driven expressions, representing a conscious break from purely ceremonial or static decorative functions. The inclusion of images showing detailed modular structures and symbolic motifs helps illustrate the transformation from traditional craftsmanship to contemporary wearable art.

Compared to traditional products, these designs move beyond the single-function aesthetic of goblets or cups and instead promote daily wearability, cultural storytelling, and symbolic personalization. They represent a reinterpretation of cultural codes to match the self-expression needs of modern youth, marking a transition from traditional appreciation to daily fashionable accessories.

Conclusion

1. Research Findings on the Success of Pandora's Product Design

An analysis of the top 30 best-selling Pandora products on the Taobao platform in 2024 reveals that the most popular items fall into three categories: necklaces, rings, and bracelets, which together account for nearly 70% of total sales. In terms of material selection, sterling silver has a usage rate of 83.33%, and synthetic zircon (cubic zirconia) is used in 60% of the products, reflecting Pandora's precise positioning in the affordable luxury segment. By integrating emotions, symbols, and wearing habits, Pandora has successfully transformed its products from mere accessories into emotional carriers, thereby enhancing brand loyalty and offering consumers a channel for self-expression.

2. Research Findings on the Design of Jiuquan Jade Products

In terms of product design, the innovative approach to Jiuquan jade centers on "integrating traditional culture with modern youth aesthetics." We systematically designed three categories—necklaces, bracelets, and rings—using Jiuquan jade paired with 925-silver and zirconia to create a "jade + metal" and "East + West" cultural juxtaposition and fusion. Stylistically, a modern minimalist composition and geometric forms were infused with cultural symbolism to achieve balance among shape, wearing comfort, and narrative depth.

All three product lines achieve a multidimensional integration of visual appeal, tactile experience, and cultural meaning, embodying the dual values of "individuality and culture," and have been well-received by experts. Given the complex natural patterns of Jiuquan jade, the design preserves the stone's inherent texture and adopts a hybrid manufacturing process—combining laser engraving with traditional hand polishing—to ensure both suitability for mass production and unique character.

This research shows that integrating symbolic storytelling, modular design, and cultural reinterpretation can significantly enhance traditional cultural products' market value and brand recognition among young consumers. The Jiuquan jade design framework established here provides a reference model for other cultural heritage industries facing modernization challenges. Additionally, it enriches the discussion on the balance between tradition preservation and commercial innovation.

Recommendation

1. Recommendations for Further Research on Pandora

As this study analyzes user data from the Taobao platform, it is recommended that future research expand the sample scope to include data from more regions and various platforms. This would help verify



the applicability of Pandora products in broader markets and allow for a more detailed quantitative analysis of consumer purchasing motivations.

2. Recommendations for the Design and Marketing Strategy of Jiuquan Jade Products

At the product level, it is recommended to deepen series-based development and establish a user-participatory DIY platform, drawing inspiration from Pandora's charm bracelet model to enhance interactivity and storytelling. From a technical perspective, modern techniques such as metal inlay, laser welding, and 3D printing can be introduced to improve product consistency and scalability, while still respecting and preserving the handcrafted aesthetic. It is also suggested to establish a "Wabi-Sabi Aesthetic Lab" and a "Creative Offcut Design Group" to reimagine jade with natural flaws and cutting remnants, transforming them into jewelry with abstract beauty and cultural meaning. This approach can broaden the aesthetic boundaries of the product and attract consumers such as students and young professionals who strongly value uniqueness.

Future studies should explore partnerships with social media influencers and integrate augmented reality (AR) or virtual reality (VR) technologies to enable consumers to virtually try on or customize designs, enhancing interactive experiences. Additionally, collaborations with cross-cultural fashion brands can further expand market reach and promote cultural storytelling to global audiences. These approaches not only help preserve cultural heritage but also adapt it to modern consumer needs.

References

- Cao, X. (2019). *Applied research on structuralism forms in jade jewelry design* (Master's thesis, Beijing Institute of Fashion Technology).
- Guo, Y., Zhu, Y., & Li, T. (2021). Gansu jade road. *Scientific and Cultural Popularization of Natural Resources*, 4, 34–39.
- Jia, T. (2024, March 29). China Jewelry & Jade Jewelry Industry Association releases 2023 China jewelry industry development report. *A03*.
- Li, X. (2021). Talking about the artistic creation of Qilian jade carving. *Tiangong*, 1, 60–61.
- Pei, R. (2015). *Research on the application of plane composition in modern jewelry design* (Master's thesis, China University of Geosciences).
- Su, P. (2024). Analyse the connection between jewelry design and consumers. *Journal of Education, Humanities and Social Sciences*.
- Voitiuk, A. (2019). Non-traditional symbolism techniques in jewelry design. *IOP Conference Series: Earth and Environmental Science*.
- Wang, J. (2021). *Research on the symbolic marketing strategy of jewelry enterprises from the perspective of consumers' purchase intention* (Master's thesis, Minzu University of China).
- Wang, X., & Dong, J. (2004). The jade stone of Jiuquan. *The Earth*, 3, 21–22.
- Zhang, W., & Hua, X. (2018). Pandora Jewelry's value co-creation story marketing. *China Marketing*, 5, 76–79.