

# Application of Cross-cultural Communication in Brand Internationalization: Taking China Element in Italian Jewelry Brand ChuCui Palace as an Example

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## Abstract:

In the era of globalization, cross-cultural communication has become a crucial part of the process of brand internationalization. Among them, because of its long history of deep cultural heritage and unique art form, the Chinese elements have gradually become foreign brands are keen to cross-cultural application of the selection of important materials. By means of interview, this study explores how CHUCUI PALACE, an Italian jewelry brand, successfully integrates Chinese elements into the design of its products in the cross-cultural context, and makes great achievements in the international market, through the analysis of its unique brand concept and mysterious oriental charm, the research results show that the CHUCUI palace innovates the cross-cultural application of Chinese elements by skillfully using the creativity of “Hybridity”, thus endows the brand with deeper cultural connotation and emotional value. This phenomenon is the epitome of the exploration and integration of Oriental aesthetics in the process of brand building of many western jewelry brands. It also shows the foreseeable trend of international brand cultural exchange and artistic innovation in the future.

**Keywords:** Chinese elements, cultural exchange, international luxury brands, cross-cultural applications.

## 1. Introduction

Economic globalization is a major trend in the current era, which promotes the close relationship between the economies of various countries, and multinational-

al brands are seeking opportunities to expand in the global market[1]. Cross-cultural communication has become an important means for brands to enter new markets, understand the needs of local consumers and cultural background, is also based on the trend of

the times an important cornerstone. With the rapid development of China's political, economic and cultural influence in the world and the enhancement of its international status, the cross-cultural application of Chinese elements in international brands has become a hot phenomenon of design concept and a hot topic of international brands. In recent years, domestic scholars have conducted extensive and in-depth research on the cross-cultural application of Chinese elements in international brands.

One way is to explore the background and cultural significance of the formation of modern "Chinese style" by combing the historical development and dissemination of Chinese elements and the cognitive change of Western society. Representative studies of this approach are "Applied research on international luxury brand jewelry design and Chinese elements", published by author Jiang Ningxin in her Qingdao Technological University Master's degree thesis in 2018[2]. The biggest feature of this method is that it has carried on the deep excavation to the Chinese elements, the advantage of this kind of research is that by combing the historical development of Chinese elements, cultural connotation and its evolution process in the design of luxury goods, it enables readers to have a deeper understanding of how Chinese elements influence and integrate into the design of international luxury brands. And by comparing the differences between eastern and Western cultures, to reveal the unique value and significance of Chinese elements in cross-cultural communication. However, it is worth noting that too much emphasis on historical context may overlook the current market dynamics and changes in consumer preferences [3].

Another way is to show the cross-cultural application of Chinese elements in luxury design through concrete product design, market response and consumer feedback. For example, "Cross-cultural applied research on Chinese elements in international luxury brands: Taking the Zodiac Limited Edition products of Armani, Gucci and Longxiang as examples", published by Jiang Haixiao, Cheng Danlu, Feng Jiarui and Huang Mengsha in the 12th issue of international public relations in 2019, and "Research on automobile advertising in cross-cultural context" published by Xin Xia in 2010[4][5]. This approach shows the practical application of Chinese elements in luxury design by analyzing specific cases, such as specific product lines of a luxury brand, for designers and brand managers to provide specific reference to the experience, operational methods and creative inspiration. For example, "Cross-cultural application of Chinese elements in international luxury brands: Taking the Chinese zodiac limited edition products of Armani, Gucci and Longxiang as an example", which mentioned the Chinese zodiac series of Armani and the Chinese zodiac limited edition of Gucci,

the market response and consumer feedback are not very ideal, the negative evaluation is the most, from which people can know that the one-sided understanding of Chinese culture is the important reason for the low acceptance of the public.

But it is worth noting that most of the current research focuses on the description and analysis of surface phenomena, such as how foreign brands use Chinese elements for advertising, product design, however, there is a lack of in-depth exploration of the integration mechanism of Chinese elements and brand ideas. The most important point is that most of the existing research does not emphasize the bi-directional nature of cross-cultural communication, that is, the application of Chinese elements in international brands is not only the process of showing the Chinese culture to the world, it is also a process of absorbing and drawing on the essence of foreign culture. And the present research mostly stays in the theory discussion and the case analysis stratification plane, lacks the system empirical research and the data support. This makes the reliability and universality of the research conclusions questioned, and efforts to remedy this defect, it is the significance and value of this study.

## 2. Research methods

This research mainly adopts the interview method, through the in-depth interview and case analysis, selects the representative consumers who are more familiar with and interested in the jewelry brand to conduct about 30 minutes one-on-one, in-depth interviews, to collect consumers' views on the jewelry brand, and to have a relatively free conversation on the theme of cross-cultural application and exchange of Chinese elements in the palace, so as to gain a deeper understanding of the consumer line, after the interview, the author collected and analyzed the interview data, extracted the useful information and formed the research conclusion, in order to supplement the literature study may be missing in-depth information. At the same time, they collected data and information related to the case through various platforms such as the official Little Red Book Account and Weibo account of the palace, as well as the official website of the palace, it includes brand series, product design concept, brand story and localization marketing strategy, etc. , and collates and analyzes the collected data to ensure the completeness and accuracy of the case description. The interview method and the case study method complement each other and form the methodological basis of the cost research together.

### 3. Research findings and discussion

Through interview and case study methods, this study conducted in-depth communication and in-depth interviews with consumers of the storage palace, thereby obtaining rich primary source and analyzing the design cases of the storage palace, combined with the theoretical framework of cross-cultural communication, it reveals how the International brand skillfully combines Chinese elements with Western techniques and integrates them into jewelry design, and how this application has promoted the unique positioning and cultural identity of this brand in the international market, based on which the formation of brand advantage. The following three points are the main themes summarized in the interview.

#### 3.1 The deep excavation and re-creation of Chinese elements to construct the depth of cultural identity

In the interview, the interviewee pointed out that the luxury brands that they most frequently contact and pay attention to include Cartier, Van Cleef & Arpels, as well as some local high-end jewelry brands such as Lao Feng Xiang and Chow Tai Fook Enterprises, respondents said they would prefer to choose the storage palace. The author analyzes, first of all because of the “Oriental Aesthetic Revival” brand positioning of the brand added value and created by the consumer’s emotional identity. Secondly, the cross-cultural application of Chinese elements in international luxury brands: A Case Study of the Chinese zodiac limited edition products of Armani, Gucci and Longxiang, the use of Chinese elements in many foreign brands is already widespread, but there is often a problem of shape over spirit: “Armani’s annual Chinese zodiac limit is mostly red, with its make-up product bloom for example, the 2017 year of the rooster limit having a bright red shell with the word ‘Fu’ printed in black and white on the shell, and a chicken image directly printed on the inner paste, as it did for the next two years[6]. Thus, Armani for the understanding of Chinese culture is relatively simple, the Chinese style that is “Red” and “Zodiac” combination. The design makes the Chinese people less likely to like the armani-branded Chinese zodiac”.

It can be concluded that many international brands pay too much attention to the cross-cultural application of Chinese symbols, while ignoring the deep connotation of Chinese culture and communication. The success of the palace lies in its deep excavation of Chinese elements in the design so as to achieve the deep construction of cultural identity in the actual use, not only are traditional designs and symbols of historical significance such as Kylin, Dragon and 2008 Summer Olympics torch relay chosen, but the “Blue

Crane” brooch also incorporates the traditional Chinese “Crane” element, crane is a symbol of long life, good luck and elegance in Chinese culture, and the beautiful shape of crane and the oriental aesthetics of “Elegance”, “Quiet”, “Ease” and other aesthetic concepts. As a brand inspired by Oriental elegant artistic conception, the use of crane elements can better show its brand characteristics and aesthetic pursuit. More importantly, the palace also interprets and recreates the symbolic meaning of Chinese elements, cleverly combining the unique artistic conception behind Chinese elements into the design, for example, the concept of “Butterfly in love with flower” in the Chinese classical poem “Butterfly in love with flower” was adopted in the “Light dance of flower waves” bracelet, the cultural inside story brought by this kind of poetry has created the market position of high quality and high cultural connotation for the storage palace. At the same time, the palace also used traditional Chinese techniques to create the first Chinese art jewelry, such as the famous flowers series of “Lotus Charm Charm” brooch is designed with the lotus flower as inspiration, the flower petal design is cleverly overlapped, and the stems and leaves also present the c-shaped and s-shaped shapes from the Oriental aesthetics in Chinoiserie, which make the color layers delicate and rich, shows the essence of oriental painting. This kind of innovation and fusion can not only enhance the differentiation competitiveness of the brand, but also inject new vitality and vitality into the brand.

#### 3.2 The innovation of Chinese elements in cross-cultural application and the integration of Chinese and Western aesthetics

In the interview, the interviewees stressed that in contrast to the traditional design style of many local jewelry brands in China, the advantages and characteristics of the CHUYUGONG brand lie in the use of Chinese elements in a unique design style: “*Chucui Palace’s strength lies in its unique brand positioning and cultural message. We’re not just selling jewelry, we’re spreading a culture and values. At the same time, people also strive for perfection in the design and craft, the combination of tradition and modern, to create both cultural heritage and fashion jewelry works of art. In addition, people focus on customer experience and quality of service, dedicated to provide each customer with a unique, personalized shopping experience.*”

Author think, this is because in keeping with the traditional cultural elements on the basis of the palace also fusion of modern design ideas, pay attention to design innovation and practicality. Brand through the use of modern design techniques and technology, traditional cultural elements

and modern aesthetic concepts combined to create both traditional charm and a sense of modern design works. For example, the storage palace in the design of asymmetric composition, streamline lines and other modern design elements, so that jewelry works more in line with modern aesthetic needs. At the same time, there is the most important cross-cultural application of the two-way cultural exchange, that is, the design of the palace also integrated Chinese and Western aesthetic elements, traditional Chinese cultural elements and western art style. This integration not only enriches the cultural connotation of jewelry design, but also enhances the international influence of works. In the design of the palace, the curve and decorative elements of baroque, Rococo and other western art styles are often used to combine with traditional cultural elements to create unique and attractive design works [7]. For example, “Yun Yue Lin Xi” brooch is the carrier of western jewelry technology, Chinoiserie for the underlying aesthetic logic, design inspiration from the traditional Chinese Kylin and moire pattern. The work adopts the asymmetrical diagonal style, freeze-frame the Kylin dance between the clouds of light posture. The deformed Chinese moire flutters through the Kylin and dances beside it, creating an elegant and divine atmosphere. This work shows the inheritance and innovation of traditional culture in composition and color. These jewelry works with unique cultural connotation and artistic value have obvious advantages in the market: they have higher recognition and competitiveness, and can meet the aesthetic needs and cultural pursuit of different consumers.

### 3.3 Various localization marketing strategies

In the interview, the interviewee also shared with the author a variety of localization strategies on how to build brand characteristics and market them, these strategies have played a key role in the use of Chinese elements by foreign brands. In China, for example, the palace uses social media platforms such as Weibo and Little Red Book to quote ancient poems or original poems, along with beautiful pictures, videos and story-like content, to display the unique charm and cultural connotation of the stored-treasure palace jewelry. And, the KIND works closely with the major domestic fashion media, such as the Chinese KIND, MAN’s health, L’officiel and COSMOPOLITAN, in order to enhance the appeal and appeal of advertisements, promote products and spread word-of-mouth. Through the platform of the Hong Kong Palace Museum, the museum has also successfully held a Chinoiserie-style exhibition, which not only highlights the brand’s deep insight into jewellery art, but also shows the world the limitless possibilities of combining traditional

eastern art with modern western craftsmanship.

Offline, Chucui Palace also has counters or exhibitions in high-end shopping malls, jewelry shows and other venues, such as the “Chinoiserie” afternoon tea at Lee Garden in Hong Kong, allowing consumers to experience the exquisite craftsmanship and unique design of the jewellery, through on-site explanation and trial-wearing experience, and other ways to enhance consumer awareness of the brand and goodwill, while providing personalized custom-made services, according to the needs and preferences of consumers, tailor-made unique jewelry works. This kind of service not only satisfies the consumer to the personalized pursue, also promoted the brand added value and the competitiveness.

## 4. Conclusion

In the context of globalization, cross-cultural communication is increasingly frequent, the cross-cultural application of Chinese elements in the palace is a fruitful exploration and practice. By digging deeply into Chinese elements and recreating them with modern design techniques, this innovative application makes traditional elements radiate new vitality, while retaining their cultural connotations, it also meets the needs of modern aesthetics. At the same time, the integration of eastern and Western elements is also an important step in its cross-cultural application. On the one hand, it insists on drawing inspiration from traditional Chinese culture by incorporating Chinese aesthetics and techniques into jewelry design. On the other hand, it also draws on the exquisite craftsmanship and creative thinking of western jewelry design, making the works both oriental charm and International Style. This kind of fusion and collision not only enriches the design language of the storage palace, but also enhances the artistic value and cultural connotation of its works. The diverse localization strategy is also an important factor in the success of building the art jewelry brand with unique charm and wide influence. This kind of cross-cultural design practice not only enriches the expression technique and style display of jewelry design, but also promotes the innovation and development of jewelry design field. The successful cases of the chu-chu palace provide useful reference and inspiration for other jewelry brands, and also help to promote understanding, reference and respect among different cultures, thus promoting the development of global cultural diversity. However, the limitation of this study is that because the concrete marketing cases and internal design materials of the Chuyugong brand are not open to the public, therefore, the paper is limited to carry out in-depth analysis and comprehensive elaboration, and, in-depth interviews with the number of consumers is too small, and

can not be very comprehensive coverage of the majority of consumers' ideas and ideas, as well as the entire jewelry luxury brand consumer market trends and trends.

But it can be predicted that, with the deepening of globalization and the rising of Chinese culture, the application of Chinese elements in international brands will be more extensive and in-depth. The core concept of "Store the essence in the heart, integrate the east and the West" is consistent with the trend, and will continue to surprise and satisfy the entire high-luxury jewelry market and consumers. At the same time, with the continuous progress and innovation of technology in recent years, major brands can also try to use digital, intelligent and other new technology means to bring consumers more convenient, personalized brand experience, Author believe that these are the future of the innovative expression of Chinese elements can be one of the research directions.

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