

## **Contemporary Jewelry Trend as a Result of People Lifestyle's Changes and Fashion Industries Development in Indonesia**

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**Abstract:** *Clothes and accessories are inseparable from human life. In addition to its main function to protect and cover the body, clothes is also used to express one's identity, opinion and taste. It is also a part that is easy to see and judged by others, therefore people, with their own taste, attempt to always look the best on their outfit. It starts with the clothes' model, style, color, fabric, motif and accessories in order to give better appearance.*

*Currently, fashion accessories, where at first were merely clothes' supplement, are as important as the clothes itself, or they maybe even more important and popular than the main clothes. It can be seen from the striking fashion industry that only produces accessories, except clothes.*

*From those fashion accessories nowadays, the ones that interesting and become trend are contemporary jewelry. Contemporary jewelry is a kind of jewelry made of various materials, not merely metal or divine stone like fine jewelry. Contemporary jewelry is made and worn in order to fulfill people's desire to have best appearance in popular culture realm.*

*Therefore, objective of this research is to make a classification of fashion accessories mapping as one of theoretical analysis of fashion development as a cultural product, amidst limited theoretical studies of fashion development in Indonesia. Meanwhile, there are more disciplines, that relate with this fashion, develop over time. And specifically analyze and predict about how the contemporary jewelry develop as part of fashion industry dynamics so that it won't be merely a one hit wonder.*

*Method used in this research is a combination of qualitative and quantitative methods. Qualitative method is used generally to collect data about underlying theory of fashion and accessories and specifically about factors that impact the fashion and accessories development in Indonesia. Quantitative method is used to collect data about fashion accessories development, especially the contemporary jewelry, through statistics.*

**Keywords:** *Accessories, jewelry, contemporary jewelry, fashion industry.*

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### **1. INTRODUCTION**

Clothing and accessories are inseparable from human life. In addition to its main function to protect and cover the body, clothing is also used to express one's identity, opinion and taste. It is also a part that is easy to see and judged by others, therefore people, with their own taste, attempt to always look at their best with their outfit.

In order to appear at best, people seem have never satisfied, they attempt to modify their appearance by keep up to date with the trend or try new and different things, starts with clothing's model, style, color, fabric, motif and accessories in order to give better appearance.

Currently, fashion accessories, where at first were merely clothing's supplement, are as important as the clothing itself or they maybe even more important and popular than the clothing. It can be seen from the fashion industry where many of them merely produce accessories, except clothing.

From those fashion accessories, such as footwear, jewelry, hairpiece, and so on, one that is interesting and become the trend is contemporary jewelry. Contemporary jewelry is a kind of jewelry made of various materials, not merely precious metal or stone like fine jewelry. Contemporary jewelry is made and worn in order to fulfill people's desire to have best appearance in popular culture realm.

Being claimed as "wearable art" is one of the unique parts of contemporary jewelry, because the authentic value of this contemporary jewelry is considered equal to the authentic value of art.

Contemporary jewelry is made by jeweler, just as artists, who make their product as their soul expression, with high end skill and material. The difference is that contemporary jewelry can be worn or has functional value, while art cannot be worn or does not have a functional value.

Based on the said background of this research, there are four matters build contemporary jewelry, that are:

- Designer or jeweler

Designer or jeweler is the person who makes or designs contemporary jewelry.

- Material

Material used in contemporary jewelry consists of a wide range of material, from precious stone and metal to wood, plastic, textile, thread, and so on.

- Craftsmanship

The making process of contemporary jewelry needs a high craftsmanship, from design to production processes, until it results a good quality and authentic contemporary jewelry. Designer and artist should have this craftsmanship.

- Buyer

Buyer is not merely the person who buys, but also uses and collects contemporary jewelry.

- Value

It is not merely economic value, but also aesthetic and philosophy values that contemporary jewelry have. These three values are very important parts of contemporary jewelry.

From the above data, this research will discuss how those elements are interconnected and impact the development of contemporary jewelry. Those elements are also impact and shape the community's lifestyle and become part of fashion industry dynamics.

## 2. METHODS

This research collaborate two methods of qualitative and quantitative.

➤ Qualitative methods uses:

- Literature review towards books, thesis, dissertation, journals, papers, paper's articles, magazine and other media to collect data to be used as underlying theory of fashion and fashion business in general and factor that impact fashion growth in Indonesia in specific.
- Interview with fashion industry actors, especially with local designers to collect data of their business progress, the impact to the people and methods of developing and maintaining their business.
- Field observation to several places of production and marketing to collect data of fashion industry growth by the local designers.

➤ Quantitative method uses questionnaire to local designers and their customer to collect data about fashion industry growth.

## 3. RESULTS AND DISCUSSION

### 3.1. Fashion Accessories

According to *Kamus Besar Bahasa Indonesia* (the Indonesian Dictionary), fashion accessories are: supplementary items to beautify clothing.

There is fashion accessories classification based on function:

- Eye wear
- Headpiece
- Jewelry

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Jewelry classification then again divided into two:

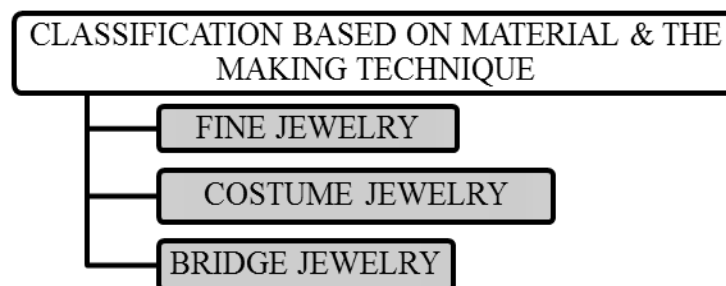
- Based on function
  - Necklace / neckpiece
  - Bracelet
  - Ring
  - Earing
  - Brooch
  - Bag
  - Shoes



**Fig1.** Fashion Accessories Classification Based on Function

- Jewelry classification based on material and making process:
  - Fine Jewelry, are jewelry made of precious stone and metal with high production cost and complicated process. Therefore, the price is also high.
  - Contemporary jewelry, comprises of two types:
    - Fashion Jewelry
    - Traditional Jewelry
  - Material and the making technique are varies from plastic, thread, glass, wood, stone, acrylic, leather, textile and so on, with various technique, depends on the type of material.
  - Bridge Jewelry

This type can be classified as contemporary jewelry with more expensive material and making technique because it is mixed with precious metal or stone.



**Fig2.** Fashion Accessories Classification Based on Material and Making Technique

### 3.2. Contemporary Jewelry

In the making of contemporary jewelry, it uses various materials such as traditional materials like gold, silver, pearl and precious stone; new materials like crystal, resin, polymer clay, rubber, ceramic, textile, seed, dried flower and many more.

Contemporary jewelry, especially in Indonesia, dynamically follows the age's growth and taste. Its shape and design have unlimited variation.

Jewelry designer has unlimited freedom to create shape and use material for their design. There are many creations of the design inspired by traditional jewelry in Indonesia. Therefore, in addition to

create or design jewelry uses traditional materials like gold, silver, pearl, and precious stone, modern designers also use new materials.

In the making of contemporary jewelry, there are varies of materials are used, from traditional materials such as gold, silver, pearl, and precious stone; to new materials such as crystal, resin, polymer clay, rubber, ceramic, textile, seed, dried flower and many more.

Contemporary jewelry, especially in Indonesia, dynamically follows the age's growth and taste. Its shape and design have unlimited variation. Jewelry designer has unlimited freedom to create shape and use material for their design. There are many creations of the design are inspired by traditional jewelry in Indonesia. It is because we have a very rich culture, including clothing and accessories or jewelry. The richness of this jewelry can be a source of priceless inspiration. Below is traditional jewelry of Indonesia:



Fig3. Various Traditional Jewelry of Indonesia

Source: A book of "Exotic Jewelry of Indonesia" (2013)

From the pictures above, we can see that traditional jewelry are usually worn in certain occasions such as traditional ceremony, weddings, rituals and other occasions where these jewelry are worn as a mandatory to conduct particular activities or rituals, can be also to show a person's social status or his/her role in the ceremony. They do not wear them to beautify themselves, like modern people nowadays.

In their designing process, modern designer nowadays, in addition to use traditional materials such as gold, silver, pearl, and precious stone, they also use new materials that keep on developing and unlimited such as wood, stone, seeds, clam, leather, as well as crystal, plastic, varies of metal production, resin, acrylic, ceramic, glass, and many more.



Fig4. Jewelry made of acrylic, by Adam Paxon

Source: A book of "Collect Contemporary Jewelry"



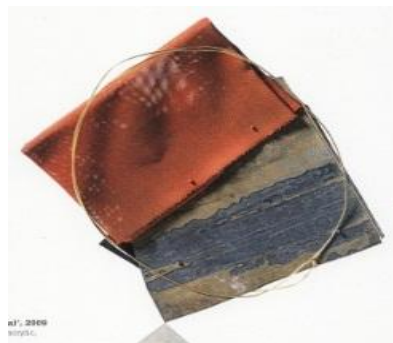
**Fig5.** Jewelry made of acrylic and resin, by Peter Chang

**Source:** A book of "Collect Contemporary Jewelry"



**Fig6.** Jewelry made of ceramic, glass and metal. By Zoe Arnold

**Source:** A book of "Collect Contemporary Jewelry"



**Fig7.** Jewelry made of net, enamel and acrylic. By Annamaria Zanella

**Source:** A book of "Collect Contemporary Jewelry"



**Fig8.** Jewelry made of nylon, by Nora Fok

**Source:** A book of "Collect Contemporary Jewelry"

Based on literature review and observation have been done, various materials and techniques used in for jewelry shall clearly seen. They also have various concepts, which not merely to fulfill aesthetic or functional values, but also other values. Many jewelry designers are fashion or art graduates, which thereby influence their concept or ideas of jewelry design.

In Indonesia, there many fashion designers take specifically jewelry design only. When previously they focus on fashion design, jewelry is merely supplementary, for example, Rinaldy A. Yunardi. Here are his designs:





**Fig9.** Contemporary Jewelry by Rinaldy A Yunardi

Source: <http://the-leonardi.com/blog/?p=1998>

The emerging of jewelry designer or brand does not merely happen among national designers or brands, but also among local designers. And apparently, jewelry, especially contemporary jewelry has been growing aggressively among local designers which produce customized and various fashion products. Below are some examples of local designers' products:



**Fig10.** Necklace made of thread and sewing tools, by Iliski Necklaces



**Fig11.** Jewelry made of fabric and thread, by Amithevintagist



**Fig12.** Brooch made of brocade fabric, by Llltspring



**Fig13.** *Necklace made of patchwork and wire, by Naini Design.*



**Fig14.** *Necklace made of instant noodle, resin and plastic. By Mannequin Plastic*

### **3.3. Fashion Industry Development in Indonesia**

Fashion industry development in Indonesia is inseparable from the community's lifestyle. Improvement in middle class people is the primary factor of the changing lifestyle and needs. Improvement of living needs can be seen in Maslow's Hierarchy (Maslow, A Theory of Human Motivation 1943) stated that human have passed basic needs such as physical needs and security/safety needs, therefore human will attempt to get advanced needs such as social needs, esteem needs and self actualization, thus, their consuming behavior.

In trading context, there are more people look for goods that can fulfill not merely functional needs, but also can give them identity, something that can make others appreciate them more.

Fashion industry is a good example to describe this situation. Customer won't buy any goods that are not attractive, or does not match with the ones' body that will wear it. The more critical the customer, the more selective they are in choosing goods they will use. Customers are not interested to buy generic goods, they will enthusiastically buy goods that are unique and can make them proud.

Impact of customer oriented industry triggers non-mass production. In this system, goods are made in small numbers with some variation. People do not realize that emotional attachment is the factor that causes the changing. This phenomenon can be utilized mutually. Creative industry has a strong emotional attachment in encouraging non-mass industrial technology manufacture or vice versa, creative industry can utilize manufacture technology that become more flexible as one of the advantages in various products supply.

Based on field observation result towards local designer and their product, especially in Bandung and Jakarta as cities with rapid and dynamic growth of fashion, in Indonesian fashion industry, there appears a group of young people who loves fashion with classification as follows:

- Unique and authentic. Interesting fashion products are that are unique and authentic. Designers have a strong concept behind the products they make. There is a story behind the brand or the product.

- Customized or handmade. The products are handmade or customized, which cannot be fulfilled by mass products made by machine. So that the customers feel that they have exclusive and special products.
- Not an imitation of imported fashion product. People start to get bored with international brands imitations, therefore customer or fashion lovers are longing for original product, where it does not breach others' copyright, but still has aesthetic value and is a high tasted fashion.
- Affordable for young people. Compare to imported products which is very expensive, people want to have a more affordable product but still with high taste of fashion.

Those four categories can be fulfilled by fashion products of “Local Designer”. There is a movement or tagline that is dedicated to support local designers’ growth, that is: “SUPPORT LOCAL BRAND CAMPAIGN”. This movement or tagline is made by local designer lovers in order to make them keep on creating and innovating.

“SUPPORT LOCAL BRAND CAMPAIGN” movement becomes a start to place local designers’ product in a bazaar and concept store where local designers can market their product and build networks among local designers and customers. The beginning of this bazaar and concept store was Brightspot Market in 2009 in Jakarta. Brightspot Market was an annual bazaar for local designers, held in a big mall in Jakarta. To keep it exclusive and maintain its quality, there are only shortlisted of local designers can join the bazaar. Previously, they have to send their catalogue or lookbook to Brightspot Market management to be selected accordingly. This is in accordance with Brightspot tagline: “Curated Market of all things Cool”.

Below is the documentation of each event in Brightspot:

In addition to Brightspot which is held in Jakarta and Bandung, there are also other bazaars for local designers such as Trademark market, Lookats, and Neverland Market. Those three events have the same concept that is to support local designers’ product by giving it a place to sell and interact. Designers or brands that want to join shall also go through a selection process. It is held in Bandung such as in Paris Van Java Mall and Bandung Super Mall.

Below is the documentation during the event:

- Trademark Market
- Lookats

Below is the brands of local designers joined Lookats:

Therefore, based on the field observation and interview, market mapping for local designers can be classified as follows:

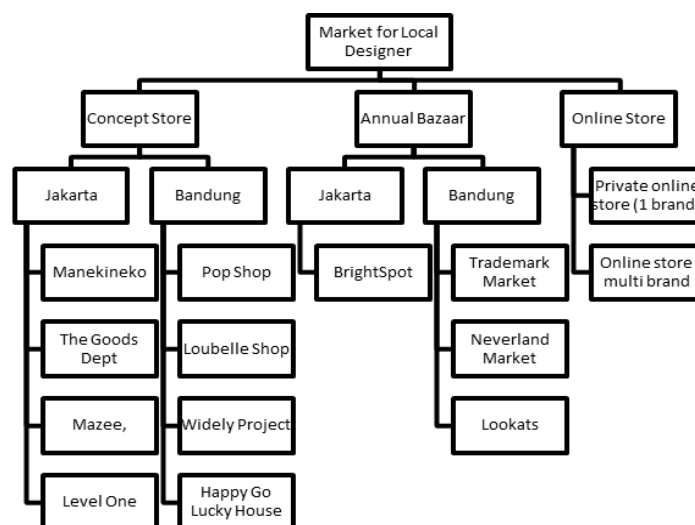


Fig15. Market mapping for local designer Arini Arumsari (2013)

The term of concept stores, which appears lately, is not yet familiar. According to Dictionary of Fashion, “Concept Stores or Boutiques is similar to specialty stores. Concept stores are very small in



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size, and only ever stock one brand. They are run by the brand that controls them. An example of brand that distributes largely through their own widely distributed concept stores is L'OCCITANE en Provence. The limited size and offering of L'OCCITANE's stores are too small to be considered a specialty store proper.”

Concept store is not far different with department store that is a shopping center provides various products from clothes, accessories, home appliances, foods and other daily needs. The difference is that concept store collection is more unique and exclusive. There are some concept stores in Jakarta such as Manekineko, Mazee, The Goods Dept and Level One.

At the beginning, products of local designers are presented merely in an annual bazaar that lasts 3-7 days in the biggest malls in the city. Even though people love to come, however consumers want to buy product of these local designer anytime they want, out of the bazaar event. This is why concept store is finally established.

Concept store does not represent only one brand but there are some of local brands that have their own character and unique. The spirit of young and active, dynamic, and creative soul is reflected from various collections offered in each store. In addition to satisfy the fashion lovers of up to date products, concept store is also become a place for local designer's creative product. As well as annual bazaar, each concept store has its concept, vision and mission. Selected Brand is carefully selected before it is able to be displayed. And it becomes the trigger of the designer's creativity to keep making exclusive products. Building and interior as well as room decoration are uniquely designed like local designers decorate their booth in the annual bazaar.

Even it has some differences, concept store has one thing in common, that it won't be merely a shopping destination, but also a media to make local designer's product to be competitive with imported brands spread over the community.

Here are concept stores in Bandung: Pop Shop, Happy Go Lucky House, Loubelle Shop and Widely Project

In addition to annual bazaar and concept store, another room to present these local products of local designers is through online store. Technology nowadays enables customers to purchase goods they like through online. Online store of local designers are as attractive as booth in annual bazaar or concept store. It is also unique and has a strong concept. Here are online stores of local designers:

#### 4. CONCLUSION

This research concludes as follows:

- Creative industry development in Indonesia is supported by the government policy which issues *Buku Pengembangan Ekonomi Kreatif Indonesia 2025* (The Book of 2025 Indonesian Creative Economic Development) which completely explains various things from the background to the final target. Therefore, it is expected that development of creative industry will go accordingly to the plan and achieve the target.
- Fashion industry has big roles and potentials in creative industry, especially in terms of employment, number of industry and export. In the future, it is expected that fashion industry will develop more with support from various parties.
- Role of local designers in fashion industry in Indonesia nowadays is very potential. It is because local designers can fulfill market demand of fashion that is unique, high tasted, with good quality, and has a local content, with affordable price.
- Changes in community's lifestyle and needs now are very potential for creative industry development, especially fashion industry. It is because people are no longer want product merely with functional values but also product that can meet their taste which they can get from customized and exclusive fashion product.

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**AUTHOR'S BIOGRAPHY**



**Arumsari. Arini.** Arini was born in Bandung – West Java - Indonesia, on April 4 1985. Arini holds a S.Ds (bachelor degree) in Textile Craft from Institut Teknologi Bandung (class of 2003, cum laude) and M.Ds (master degree) from the same university (class of 2010). From 2011 she joined Telkom University as Lecturer of Fashion & Textile Design Program. After 6 months she served as the Assistant Manager of Research and Public Services. After her 2 years career as a lecturer and assistant manager, she served as the Head of Program of Fashion & Textile Design until now. Her major field in teaching and research consist of surface textile design, manipulating fabric and fashion accessories design. In addition to teaching, Arini is a fashion designer of her own fashion brand named LiltSpring and Arinish.