DESIGN ECONOMIC EVOLUTION IN THE JEWELLERY INDUSTRY THROUGH DESIGN PROCESS

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ABSTRACT
Design is the designer’s thumbprint of aesthetic values imprinted in a creative role to exhibit capability in realizing a customer’s innermost desires for the perfect jewellery. Design plays an important role in the jewellery industry as it determines the success of a jeweller in terms of integrity and brand name within a certain class or categorization in the jewellery business. The design process prior to achieving satisfying jewellery will depend on a designer's understanding of need, science, technical knowledge, creativity, time frame and costing. These factors translate into economics, business performance, profitability, market dominance, expansion and sustainability of a jeweller. Findings from indepth observation and consideration to this study have exposed an understanding to factors significant in the evolving production of jewellery designs that should influence Malaysia’s jewellery industry.

Keywords: product design; design; economics; design process; jewellery industry

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1. INTRODUCTION

1.1. Design Vs Economy

Design and economy are two different aspects crucial in any jewellery business. Economic consideration provides a scalable business impact on design principles [1]. Therefore, the Design Economic approach has been identified to address challenges from the perspective of the designer, retailer (jeweller) and user in the jewellery industry. The jewellery design industry has to respond to its fast-evolving needs [2][3]. This change has forced jewellery designer and jewelers to implement low cost strategy without compromising high quality standards of their products and services [4][5]. Design economic or Designonomic is an intelligent business intervention practiced by designers at convincing clients through design. Designers, has been distinguished as catalysts of change from the traditional model to achieve a more appropriate factor of economy design strategy [6][7]. The analyzed study results are the essence in the development of a procreative design. This will be the source of inspiration in new 3D shape jewellery design [8]. An exclusive theme entitled Dream and Invent is the example of jewellery in the form of a ring generated by the proposed approach. Albeit the competences of the Designonomics theory or model have not been broadly researched; the construction for a new acceptance of integration within design and economic, can be derived from these ingredients:

- **Design understanding** aims to aid designers in order to mediate interactions and guide the thought processes of users or customers towards an understanding and to arrive at a solution [9].

- **Economic thought** is an Integrative Thinking procedure which aims to capture new knowledge applicable to the execution of an existing business strategy [10]. This concept in practice will lead to enhanced overall business performance, efficient customer service and increase in profitability. It provides recognition on the impact of design and its contribution to build a successful business practice.

1.2 Designs in Business

Companies utilizing design in their businesses have been shown to perform better in the overall economic situation according to a research conducted [11]. A study was conducted by the UK Design Council in 2004 on “Performance of Firms and the Impact of Design on Firms
Performance”. Over a ten-year period analysis, it was found that effective use of design indeed improved share price performance with highly significant returns. This proves the belief that as designers identify and practice different skill and approaches for each design brief; a better quality designed product is produced [12]. Therefore, an incorporation of resources such as professionals, involvement of knowledge, skill and talents are pivotal. This paper seeks to address Malaysia’s leaps and bounds of change and perception in the jewellery industry. As an increase in appreciation of jewellery is observed, it is however, to our knowledge, the issue has not been considered as complementing the discipline of economics towards acknowledging design. The design domain of the product is yet to be attainable in the economic perspective. The key concepts of research are defined by all three domains;

a) Adapting economic thought to acknowledge features in design development.

b) Important characteristics on jewellery product desirable in industry.

c) An established designomics approach in the jewellery industry, particularly Malaysia.

The discipline of economics does not acknowledge design. To be fair it must also be acknowledged that the discipline of design is deficient in communicating its economic role, John Heskett (2008).

The above statement clarifies that upholding the value of design in any organization is almost always a challenge. To proof that design is an economic contributor, design should have a clear method of measurement. A measurement method for design, appropriately applied should enable designers to successfully integrate their designs into the business thought process. The design theory explores variations of ingenious expressions defined by human creativity sense. This fact determines the ability to identify similarities, characteristic and also the relationships between industry frameworks. The research investigates perspectives of both designer and industry. It explores the work, design planning and decision-making of the designer in the product definition stage of the design process. In order to address the issue of increased product success, this study specifically investigates the characteristics of a successful design factor in the transformation of development of economic thought in the conceptual design process. Creativity has taken on a broader meaning for retailing, as more retailers have developed their brand. Thus, creativity has become a required resource and a desirable core competency. The "store as brand" relates appearance and identity to core brand
values [13]. Lastly, consumers have become an important part of the retailers' value creation process, one that has moved from a product focus to individualized experience [3].

2. RESULTS AND DISCUSSION

The satisfaction or pleasure that a customer experiences in the success of acquiring the desired jewellery remains a mystery. There is enjoyment relating to significance of a product design and precious material, which is gold, as well as admiration of workmanship. Furthermore, in purchasing jewellery, the customer is invited to feel a sense of solidarity. In this situation, the process of engaging with a global market (especially in Malaysia) is seen ideally as an exciting creative challenge for the designer and jeweller, which helps bridge the gap between past and future. In detail, selected antecedent variables such as price value, quality value and prestige value need to be understood in order to judge jewellery value. These criteria will develop as a comprehensive feedback of customer’s perception of luxury by integrating the dimensions of individual and social value, functional and financial value to identify relevant behavioral patterns. Our society has embraced modernisation into their lifestyle, for example; a Designomic methodology as a basics in day-to-day living essentials and life designing process. It is with hope that they are more prone to accept the significance of design and economic in everyday usable items as an indication of acceptance to the design and product development practice. Designomics should be universally understood.

In general, the qualities of the approach are well suited to a design context (Figure 1). We work on the basis of simplicity and what appeals to the softer-side of individuals. We also work on a conceptual level which means qualitative, hence time saving in terms of quantifying variables. By using the designomic approach, we allow the Infinity Knot Ring to develop the design at a scale appropriate for retail market.
3. EXPERIMENTAL

The paper is a presentation of an investigative field of interview-study nature with a jeweller who explained the crucial aspects of economic value in business. Close consideration should be taken into account that literature reviews have indicated that there was no limit to describing design values including product, process, strategic, brand, personal, social and cultural values. Few studies however, have examined the integration of ideas in design for economic value. In this particular segment, the model of Design Sciences Research was applied [14]. The strategy allowed us to understand issues related to jewellery designing towards innovation creativity and then to prescribe solutions for practice via the DESIGNOMICS model. The aim of this research was to provide alternative solutions to the demand for jewellery product in Malaysia. The Design Research was adopted due to the objective of study in this category in order to develop comprehensive knowledge for designing solutions to realistic problems [14]. In this case the new model approach shall be focused on distinctive design in jewellery. To align towards the focus of the research, more study aimed at such solution-oriented research products – Management Theory – to complement the more descriptive Organization Theory specification in jewellery design product and industry. In this research work, a Quantitative research approach has been selected in order to achieve all the research objectives. This section explains the methodological framework of the research where we formulate the methodological structure of the research, in which the reader will understand how the research questions are structured in a framework. Figure 2 provides a schematic overview of the research which will be explained in the following sections.
The integration process commences at the level of designing global and local shape features. In the two steps of a design process an interchange is formed to merge global and local characteristic to arrive at the uniqueness of a product request (Figure 2). The development contains the essence of integration and potentially answers what criteria are needed to fulfil the Design elements (De) space. The conceptual of De shows the combination of viewpoints reflecting the designer’s decision (a part of the issue or solution stage). The constant progress of designing determines an appropriate influence of acquired characteristic that should relate between idea and Economic elements (Ee). Therefore, the intention of Designomics should integrate the design base and economic thought. Indeed, this framework substantiates the Designomics principle particularly in jewellery design.

This research uses the ‘Why?’ and ‘How?’ behind the ‘What?’ through a more in-depth discussion and discourse. We started with research questions relating to real issues in practice which requires active participation of the researcher to better understand the world and express it in a sense that is reasonable to many. We interpret findings and understand the phenomena in terms of meaning that respondents bring to the introduction of the new DESIGNOMICS approach. Design is a human experience, skill, knowledge and practise, where a man uses his ability to mould his environment to suit his material and spiritual needs. As lives progresses and evolve, design is providing a pathway to the future. Designomics, acknowledges how design is able to provide a solution of tools, methodologies and
perspectives that should generate new economic value. The rationale reflected to this empirical study is pivotal to establish a clear context of the quality of design with other sensory aspects of value and commercialization to establish ideas into reality (Table 1).

Table 1. A practice to create beautiful jewellery from start to end derived from empirical involvement

<table>
<thead>
<tr>
<th>THEME</th>
<th>Characteristics of Consumer</th>
<th>Characteristics of Market Segments and Target Market</th>
<th>Characteristics of a Leader in Jewellery Market</th>
<th>DREAM and INVENT (do not limit your reality, dare to dream BIG)</th>
</tr>
</thead>
</table>
| Ideas into reality | Jewellery design is the formulation of specific requirements of an item in a schematic process. | The differentiating factors most evident are differences between technically similar competing products within the same market segment, which can be described by similar technical specification. | A finished product is the result of precise specifications with other numerous influencing factors in the development work. | • Prepare for design process  
• Apply design processes to develop concepts  
• Revise and refine design solution  
• Document and present design solution  
• Envision yourself as your DREAM client. |

Following the theme of Dream and Invent, the designer and jeweller are presented with a wealth of design opportunities which are possibly intricately creative while taking close consideration on forecasted trends. From the designer’s perspective, this too reflects growing philosophy values in design. The design process implementation gives meaning to a client’s “dream” through the desigonomic approach. Indirectly, it shows there is a near consistency in what individuals dream about from year to year. It is revealed that customers integrate or infuses between dream content and reality. From this dominance in situation, all design features are encompassed into the creative development of the visual form. Within the design paradigm, the designer’s abstract perception or imagination becomes his or her final production for fabrication; which exactly matches suggestion as intrinsic to the spirit of craft [15].
4. CONCLUSION

In this situation, Design is providing a pathway to the future. Although innovation is of emphasis, the focus on innovation itself may lose sight of the characteristics of process and activity. Design has, in almost all categories of definition, been a generalizable discipline that may as readily applied to processes, media, promotions and lifestyle. To understand its functionality, there comes a need for a general theory of design. This general theory should support application theories, operational programs and problem solving. In this study, we follow others in the innovation management literature who elaborated on design as the process through which innovations emerge but focuses on Designomic [16]. When elaborated on its advantages over other types of design activities, Designomics proves to be essential in sustaining economic growth. With customers’ tendency in upwards and downwards trading behavior, the jewellery industry is starting to see evidence of this hybrid consumption [2]. The under studied design methodology introduced is deemed to be novel.

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6. REFERENCES


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