

East Meets West as Lin Yuan Jewellery Launches Modern Heirlooms Celebrating Traditional Chinese Floral Paintings

London, July 2024 | Lin Yuan Jewellery's latest collection, inspired by traditional Chinese floral ink paintings, launches on July 1st on the brand's website. The independent jewellery brand designs modern heirlooms, handmade by expert enamel artisans in the UK.

This new floral collection reflects the heritage of the brand's founder. Lin Yuan considers modern trends through an oriental lens, influenced by her Chinese ancestry. Yuan seeks to link traditional art and modern trends with handmade jewellery that bridges the gap between East and West.

The collection is crafted with 18k recycled yellow gold, locally sourced gems, and exquisite artisan enamel painting. It reflects the brand's commitment to supporting the work of traditional artisans to produce jewellery as sustainably as possible.

Yuan's floral collection is inspired by the tradition of Chinese floral ink painting, spanning back thousands of years. This artisanry is faithfully reinterpreted for today's trends as modern heirlooms to celebrate milestones, special moments, and personal style.

The peony collection pays homage to the queen of flowers in Chinese culture. Each design is created by hand in the UK, bringing Chinese traditional paintings to life. The signet ring, a classic Western jewellery staple, is infused with floral art from the East with gold, gems, and enamel paint. Signet rings have their own unique history, famous for featuring family crests and becoming a status symbol in 18th century England.

Gemstones appear across the signet ring, creating the illusion of floating stars with a three-dimensional feel that brings the ancient Chinese floral paintings to life. Yuan took inspiration from flower art produced on Chinese silk, displayed in museums internationally, to create the floral collection.

Peonies, symbolic of beauty and nobility, were beloved by Chinese artists and royalty. They appear on a timeless gold pendant with colour gemstones. The ancient flowers of Chinese paintings re-bloom again as they are brought back to life in statement jewellery pieces to be treasured by the next generation. These modern heirlooms inspire the wearer to appreciate the beautiful moments in life, slowing down to stop and smell the flowers.

In today's fast-paced modern world, Lin Yuan creates living art that looks beyond fast fashion trends to influences that have stood the test of time. Yuan took inspiration from the Buddhist saying, *"One flower, one world, one leaf, one bodhi."* Every flower has a world hidden within it. Even identical-looking flowers tell different stories, with every flower being the child of mother nature.

Lin Yuan's new peony collection seamlessly blends different cultures to celebrate traditional Chinese floral paintings and the real-life inspiration behind them. This collection offers a new way to wear flower jewellery as signature, everyday pieces to be styled separately or together as part of your daily rotation.

About Lin Yuan Jewellery | The eponymous jewellery brand strives to bring traditional and museum art to contemporary trends by creating a dialogue between the past and present. Yuan creates designs that bridge the gap between East and West, celebrating the beauty of yesterday to cherish it for tomorrow.

Lin Yuan Jewellery's new collection launches on 1st July 2024 on its official website. For more information, contact hello@linyuan-jewellery.com.

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