

Analysis of the Aesthetic Connotation and Individual Style in the Design-Taking the Brand of "Slow Song" as an Example

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Abstract: As a creative artistic endeavor, design not only achieves harmony between form and function but also embodies profound cultural significance and individual style. This paper explores the relationship between aesthetic connotations and personal style in design, using the "Man Song" brand as a case study to analyze how it integrates aesthetic principles with distinctive characteristics, creating products that exude unique charm and cultural depth. Additionally, the paper provides a detailed account of "Man Song" 's brand history and distinctive features to further highlight its unique appeal.

Keywords: Design aesthetics; Aesthetic connotation; Slow Song

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Introduction

As the soul of design activities, design aesthetics not only influences a product's appearance and functionality but also conveys designers' aesthetic concepts and emotions through elements like form, color, and structure. It pursues harmony in all aspects of the creative process, and when this harmony reaches perfection, the result becomes a good product, a beautiful product ^[1]. Individual style represents the unique expressive form gradually developed by designers during the creative process, reflecting their personality and aesthetic concepts. Design aesthetics is an interdisciplinary field encompassing both artistic philosophy and material production. Design originates from the consumption needs of material functions, while the meaning of "beauty" is multifaceted—encompassing both sensory and rational dimensions, as well as material and spiritual aspects. With rising living standards, functional consumption increasingly permeates aesthetic connotations, shifting from material pursuits to spiritual and cultural aspirations ^[2]. All these developments have extended aesthetics from traditional artistic philosophy into material production. Taking the "Slow Song" brand as an example, this article explores how aesthetic connotations and individual styles integrate in design and their profound impacts.

1. Aesthetic Connotation in Design

1.1 Functional Beauty

Functional beauty constitutes a vital element of design aesthetics, primarily manifested in the practical requirements of products. When designing products, people initially act out of practical needs. The evolution from purposeless creation to deliberate selection, and from adaptation to manufacturing, has undergone a prolonged developmental process. These processes collectively embody the functional beauty inherent in artistic design. Through humanity's long-term understanding and transformation of nature, a certain aesthetic experience and aesthetic capacity have gradually emerged. Their pursuit of beauty, progressing from simple to complex, reflects the practical demands for products throughout the entire creative process. When a product successfully fulfills its intended functional requirements, it demonstrates the perfect integration of purpose and regularity in artistic design.

1.2 Beauty in form

Formal beauty represents an abstract expression of functional beauty. It embodies the aesthetic experience of abstracting and refining tangible objects, reflecting the natural attributes and compositional principles of human creations. Beyond its practical content, formal beauty carries profound conceptual implications. It transcends the design itself while preserving the inherent aesthetic essence and distinctive character of the form. Composed of three essential elements—shape, color, and artistic techniques—formal beauty achieves harmony through their interplay. As a crucial design element, color serves as a powerful visual medium for communication and emotional connection.

Designers enhance visual appeal and enhance compositional balance through strategic color coordination. Different color combinations evoke varied visual effects and psychological responses, ultimately fulfilling aesthetic needs.

1.3 Emotional beauty

Design is not only a combination of practicality and aesthetics, but also an external manifestation of emotion. The fundamental purpose of any artistic design is to satisfy people's aesthetic needs, and since humans are emotional beings, design aesthetics inherently carry emotional connotations. The emotional connotations in design aesthetics are primarily reflected in the alignment of design with people's physiological and psychological needs, where psychological needs mainly refer to people's spiritual demands for artistic design, representing their emotional world. In traditional Chinese aesthetics, "Yuanqing" emphasizes the fusion of scene and emotion, a common aesthetic phenomenon, widely recognized as "arising from emotion," reflecting the emphasis on the value of emotion [3]. Design organically links objectively existing things with the subjective emotions to be expressed, serving as a heartfelt interpretation and representation of objective objects by people.

1.4 Cultural beauty

Design is a conscious creative endeavor of humanity, inherently rooted in specific cultural contexts that imbue it with cultural significance. The cultural essence in design aesthetics primarily manifests through the cultural traits and aesthetic principles embodied in design works. Designers are inevitably influenced by unique cultural traditions and lifestyle customs during the creative process, leaving profound cultural imprints on their creations. Thus, any design that elevates aesthetic standards must incorporate and integrate local cultural elements.

2.The Design Aesthetics and Individual Style of Slow Song

2.1 The Design Concept of Slow Song

The philosophy of "Slow Song" is rooted in Song Dynasty aesthetics, drawing inspiration from poetic imagery to infuse fragrances with the timeless essence of nature. Its minimalist designs evoke a serene, lingering aroma that transports people to the beauty of natural landscapes, as if glimpsing the refined elegance of ancient times. Beyond practicality, "Slow Song" emphasizes cultural depth and emotional resonance. The brand's creations often blend elements of Song Dynasty aesthetics, using understated design language to convey profound cultural heritage and aesthetic values. For instance, its scented products draw inspiration from Song poetry and imagery, creating unique fragrances and shapes that immerse users in the natural ambiance of the Song era, allowing them to experience the refined lifestyle and aesthetic pursuits of the ancients.

2.2 The Individual Style of Slow Song

The individual style of "Slow Song" is primarily reflected in its unique design language and aesthetic concepts. The design works feature simplicity with profound implications, showcasing a distinctive personal style through meticulous techniques and unique aesthetic perspectives. Firstly, "Slow Song" designs emphasize simplicity without being simplistic. Their design language is often clear and concise, free from excessive decoration or intricate details, yet effectively conveys design philosophies and aesthetic concepts. This minimalist approach not only enhances product accessibility but also imbues them with modernity and fashion appeal. Secondly, "Slow Song" designs prioritize subtlety and restraint. They integrate design philosophies and aesthetic values through metaphorical and symbolic techniques, allowing users to gradually comprehend and appreciate deeper meanings during product use. This restrained design style enriches products with cultural depth and aesthetic value, while also enhancing their artistic and visual appeal. Thirdly, "Slow Song" designs focus on clarity and depth. Through unique shapes and color combinations, they create an atmosphere of freshness, elegance, and lasting resonance. This ambiance not only brings tranquility and comfort during product use but also adds poetic and picturesque qualities. The leisurely sentiments of Song Dynasty people are vividly embodied in their "slow" lifestyle, where emotions are entrusted to "objects" [4].

3.The History and Characteristics of the Slow Song Brand

3.1 Brand History

The "Slow Song" brand was born from a passion for Song Dynasty aesthetics (Figure 1.1). Its products, including scented candles and diffuser-based aromatherapy devices, embody the aesthetic philosophy of the Song era, ultimately evolving into a comprehensive lifestyle brand that integrates all aspects of aesthetic living.



图 1.1 <http://xhslink.com/a/1FSdpd5zNkz2>

3.2 Brand Features

3.2.1 The core of Song-style aesthetics

The "Slow Song" brand, rooted in Song Dynasty aesthetics, transforms poetic elements from classical lyrics into modern fragrance experiences and sophisticated wine flavors. Its minimalist designs and lingering, profound scents evoke the beauty of natural landscapes, offering a glimpse into the refined lifestyles of ancient scholars. This philosophy not only elevates the products' visual appeal but also deepens the brand's cultural significance.

3.2.2 High quality and refined life

The "Slow Song" brand is dedicated to delivering premium-quality products, from huangjiu (yellow rice wine) to lifestyle aesthetics, all featuring meticulous ingredient selection and exquisite craftsmanship (Figure 1.2). It also promotes a refined lifestyle philosophy, encouraging people to find tranquility and harmony amidst their busy routines while embracing a slower-paced existence.



图 1.2 <http://xhslink.com/a/Z4z3psRA2kz2>

3.2.3 Combining innovation with tradition

The "Slow Song" brand builds upon the aesthetic legacy of the Song Dynasty while continuously innovating. For example, in yellow rice wine production, it combines traditional brewing techniques with modern technology to create a more refined and elegant flavor. In lifestyle aesthetics products, the brand merges Song Dynasty elements with contemporary design, producing items that blend cultural heritage with modern aesthetics.

4.The Interaction between Aesthetic Connotation and Individual Style in Slow Song Brand Design

4.1 The Influence of Aesthetic Connotation on Individual Style

The cultural essence provides a profound foundation and aesthetic framework for the formation of individual styles. In the design of the "Slow Song" brand, Song-style aesthetics serve as the central element, permeating the entire process and shaping the product's design philosophy and stylistic positioning. Deeply influenced by Song Dynasty aesthetics during the creative process, the designers have infused their works with a distinctive aesthetic style and emotional expression.

4.2 The Influence of Aesthetic Connotation on Individual Style

As a cornerstone of design, it provides designers with abundant inspiration and aesthetic standards. It encompasses multiple dimensions including formal beauty, functional elegance, emotional depth, and cultural significance, collectively forming the aesthetic framework of design. Through strategic layouts, harmonious color schemes, and distinctive shape designs, visually impactful works are created. These design techniques not only enhance aesthetic appeal but also reflect the designer's personal style. The emotional essence in Slow Song brand emphasizes conveying emotions and atmosphere through design works, understanding users' emotional needs and expressing feelings via creations. This emotional transmission process not only showcases the designer's individuality but also strengthens the emotional connection between the work and its audience. By integrating these elements into their creations, designers develop a design style characterized by Song Dynasty cultural features. This style not only enriches the cultural depth of the works but also enhances cultural identity.

4.3 The Enrichment and Development of Aesthetic Connotation of Individual Style

The individual style of "Slow Song" is a unique signature developed by designers during the creative process, reflecting their personal characteristics and aesthetic concepts. This distinctive style is not only influenced by aesthetic connotations but also enriches and develops them. In their creative process, designers experiment with new design techniques and methods based on their individual styles. These innovative approaches not only diversify design expressions but also drive the evolution of aesthetic connotations. The formation of individual styles is closely tied to designers' aesthetic perspectives. Brand designers of "Slow Song" continuously engage with and explore new aesthetic elements and styles during the creative process. These attempts not only broaden their aesthetic horizons but also promote the diversified development of aesthetic connotations. This style not only enriches the cultural depth of design but also facilitates the inheritance and advancement of traditional Song Dynasty culture. Designers consistently experiment with new design concepts and ideas based on their individual styles. These innovative concepts not only propel the progress and development of design but also facilitate the renewal and upgrading of aesthetic connotations.

4.4 The Fusion and Symbiosis of Aesthetic Connotation and Individual Style

Aesthetic essence and individual style are not isolated entities but rather mutually integrated and co-developed. To create uniquely charming design works, it is essential to deeply understand the core of aesthetic essence and the characteristics of individual style, organically combining the two. "Slow Song" emphasizes holistic coordination, ensuring works achieve harmonious unity in formal beauty, functional beauty, emotional depth, and cultural significance. While pursuing overall harmony, designers should also fully leverage their individual style advantages.

Through unique shapes, color combinations, and meticulous details, they can showcase their personal flair and aesthetic perspectives. This expression of individuality not only enhances the uniqueness of the work but also strengthens its recognizability. The integration and symbiosis of aesthetic essence and individual style constitute a continuous process of innovation and development. Designers must constantly learn and explore new design concepts and techniques to enrich their expressive language. Simultaneously, they should pay attention to market demands and user feedback, promptly adjusting and optimizing design solutions to ensure works remain competitive and appealing in the market.

5. Conclusion

As the soul of design practice, design aesthetics not only defines a product's visual identity and functionality but also conveys the designer's aesthetic vision and emotional depth through elements like form, color, and structure. Individual style, meanwhile, emerges as a distinctive creative expression shaped by the designer's personal character and aesthetic philosophy. The "Slow Song" brand has achieved this by blending Song Dynasty aesthetics with contemporary design principles, creating products that radiate unique charm and cultural depth. This approach has not only won consumer acclaim but also established the brand as a trailblazer in the design industry. Moving forward, we should emphasize the integration of aesthetic essence and individual style to produce more designs that captivate with their distinctive allure and cultural resonance.

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