

# Art Deco Era : A Collection Inspired By Stylized Decorative Details

<sup>1</sup>Rutuja Ashok Dhodi, <sup>2</sup>Dr. Taruna Rajpurohit, <sup>3</sup>Dr. Vibha Kapoor

<sup>1</sup>Student, <sup>2</sup>HOD, <sup>3</sup>Dean

Department of Design

School of Design, Sandip University, Nashik, India

[rutujadhodi@gmail.com](mailto:rutujadhodi@gmail.com), [hod.design@sandipuniversity.edu.in](mailto:hod.design@sandipuniversity.edu.in),  
[deanschoolofdesign@sandipuniversity.edu.in](mailto:deanschoolofdesign@sandipuniversity.edu.in)

## Abstract

The Art Deco era, which flourished between the 1920s and 1940s, marked a pivotal moment in design history characterized by a bold synthesis of modernism and decorative elegance. This research explores how the stylized decorative details of the Art Deco movement marked by geometric shapes, symmetry, streamlined forms, and luxurious materials have inspired contemporary design collections. The paper begins by tracing the historical origins of Art Deco, identifying its roots in the 1925 Exposition Internationale des Arts Décoratifs et Industriels Modernes in Paris and its subsequent global influence across architecture, fashion, interior design, and graphic arts. Key stylistic features such as zigzags, sunbursts, chevrons, and stepped forms are examined as both aesthetic elements and symbols of the machine age and modern progress. The research then delves into how these motifs are reinterpreted in modern design collections, offering both continuity and innovation. Through analysis of selected artworks, fashion lines, and architectural revivals, the study highlights the enduring appeal of Art Deco's visual language and its adaptability to contemporary contexts. The paper concludes that the Art Deco style remains a powerful source of inspiration due to its unique blend of ornamental richness and functional modernity. This enduring legacy underscores its relevance in today's design practices, particularly in collections that aim to merge heritage with innovation.

## Keywords

Art Deco, decorative arts, geometric design, stylized motifs, modern collection, design inspiration, visual aesthetics, luxury design, 1920s-1930s, design history.

## 1.Introduction

The Art Deco era, which flourished during the 1920s and 1930s, was more than just a decorative style it was a reflection of a rapidly changing world, pulsing with innovation, luxury, and optimism. Originating in France before spreading globally, Art Deco was characterized by its embrace of modernity and its rejection of the organic, flowing lines of Art Nouveau in Favor of geometry, symmetry, and stylized ornamentation. This bold aesthetic influenced a wide range of disciplines, including architecture, fashion, furniture, graphic design, and jewellery. Its sleek lines and opulent materials represented not only artistic aspiration but also a celebration of technological advancement, social progress, and international cultural exchange. The term "Art Deco" is derived from the Exposition Internationale des Arts Décoratifs et Industriels Modernness, held in Paris in 1925. This landmark exhibition showcased innovative design from all over the world, emphasizing craftsmanship, elegance, and modernity. The style that emerged from this event was a synthesis of earlier avant-garde movements such as Cubism, Futurism, and Constructivism combined with the decorative traditions of classical antiquity, Egyptian revival, and Asian art. The result was a visually arresting language defined by sharp angles, stylized motifs, and bold contrasts.

The Art Deco era was also deeply intertwined with the cultural and societal shifts of the time. It paralleled the Jazz Age, the Roaring Twenties, and the economic boom that followed World War I. As cities expanded and consumer culture blossomed, there was a growing demand for new visual expressions of success, elegance, and progress. Art Deco rose to meet this demand, adorning department stores, movie palaces, ocean liners, and public monuments with its unmistakable flair. Its aesthetic appeal lay in its versatility it was equally at home in glamorous Hollywood interiors as it was in industrial design or fashion illustration.

This paper explores how the Art Deco era continues to inspire contemporary design through a curated collection focused on stylized decorative details. By analyzing the foundational characteristics of the movement its visual motifs, material choices, and cultural context this research aims to draw connections between the historical significance of Art Deco and its modern reinterpretations. The goal is to demonstrate how a revival of these decorative principles can inform a modern design philosophy rooted in elegance, geometry, and craftsmanship. In particular, the paper will examine how the decorative vocabulary of Art Deco can be translated into a cohesive collection whether in fashion, interior design, or visual art that pays homage to the original spirit of the era while offering a fresh, contemporary perspective. Through a close look at historical references and design theory, the research underscores the enduring appeal of stylized detail as a narrative and aesthetic device.

Ultimately, Art Deco is more than just a stylistic movement it is a cultural moment frozen in time, shaped by optimism, technological advancement, and an unrelenting desire to define modern beauty. By revisiting and reinterpreting its motifs, today's designers and artists can continue the legacy of an era that once sought to craft the future through design. This research paper invites readers to step into that world and rediscover the power of detail, geometry, and glamour as creative tools for modern expression.

## 2 .Material and Methods

The Art Deco era, spanning the 1920s and 1930s, was known for its bold geometric patterns, stylized motifs, and luxurious materials. In silver beadwork, this style was reflected through the use of sleek, symmetrical designs often inspired by industrial progress, nature, and ancient cultures like Egypt and Aztec. Techniques included fine metal stamping, filigree, and precise soldering, allowing artisans to create intricate patterns and stylized decorative details. Silver beads were often polished to a high shine or combined with materials like enamel, glass, or onyx to enhance the rich, modern elegance typical of Art Deco aesthetics.

### 2.1 Material Selection

**Satin Fabric:** Choose a high-quality satin fabric, which has a smooth, glossy finish perfect for the opulence of the Art Deco period. Satin's reflective surface will beautifully complement the luxurious silver beads.



Figure1 Fabric

**Silver Beads:** opt for small, shiny silver beads to add sparkle and texture. You can use them for intricate embroidery or create beadwork patterns that mimic the sharp, clean lines typical of Art Deco motifs.



Figure2 Beads

### 3. Methods

#### 3.1 Design Motifs & Patterns

**Geometric Shapes:** Focus on clean lines, angular patterns, and symmetry, with chevrons, zigzags, and stepped forms. These shapes were prominent in Art Deco design.



Figure 3 Cutting

**Sunbursts & Fan Motifs:** Art Deco frequently featured stylized sunbursts, fan shapes, and floral elements. Incorporating these as embroidered patterns or embellishments with beads will give a nod to the era's aesthetic.



Figure 4 Motifs

**Streamlined Forms:** Keep the designs sleek and modern, as the Art Deco era was about moving away from more intricate Victorian styles in Favor of streamlined luxury.

### 3.2 Beadwork Techniques

**Beaded Borders:** Use silver beads to create detailed borders along hems, cuffs, and necklines. This will give a sophisticated touch and enhance the overall glam.

**Beaded Embroidery:** Incorporate beads in the embroidery to form geometric patterns or subtle accents within your fabric designs. This can include vertical or diagonal lines made with silver beads to echo the streamlined nature of Art Deco.



Figure 5 Beadwork

## 4. Construction & Techniques

- Bias-cut (popularized by Vionnet) created fluid draping.
- Hand-sewn beadwork and sequins on Fish cut Skirt & A-line skirt
- Pleating and godets added movement.
- Slip-on styles with little fastenings due to relaxed fits.



Figure 6 Finish Neckline

### 4.1 Finishing & Fittings

- Hand-stitched hems and delicate finishes.
- Light linings to maintain softness.
- Final fittings ensured a graceful yet modern look



Figure7 Product 1



Figure8 Product 2

## Conclusion

In revisiting the Art Deco era through a contemporary lens, this research paper has explored how the iconic stylized decorative details of the 1920s and 1930s continue to inspire new forms of artistic and design expression. Characterized by geometric forms, symmetrical patterns, opulent materials, and a fascination with modernity, the Art Deco movement represented a pivotal shift in aesthetic values, embracing both innovation and elegance. Through detailed examination of its key motifs such as chevrons, sunbursts, ziggurats, and stylized flora and fauna it becomes evident that Art Deco was not merely a decorative style, but a visual language that reflected the aspirations and complexities of its time.

The collection developed in response to this research aims to bridge the historical with the contemporary, reinterpreting classic Art Deco elements in ways that are relevant to today's cultural and aesthetic contexts. By maintaining the integrity of the movement's signature characteristics while integrating modern materials, technologies, and sensibilities, the collection becomes a dialogue between past and present. This duality enriches the creative process, illustrating how historical design legacies can serve as springboards for innovation rather than constraints.

Moreover, this paper has emphasized the importance of stylized detail not only as ornamentation but as a communicative tool expressing identity, power, luxury, and modernity. In a world increasingly saturated with minimalism and digital aesthetics, the revival and reinterpretation of such expressive decorative forms invite a renewed appreciation for craftsmanship, symbolism, and storytelling through design.

In conclusion, the Art Deco era remains a potent source of inspiration for designers and artists seeking to create work that is both visually striking and conceptually rich. By engaging with its decorative vocabulary in thoughtful and inventive ways, the legacy of Art Deco endures not as a relic of the past, but as a dynamic influence shaping the future of visual culture and design.

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