

For Immediate Release

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What Do I Wear in Space?

L.A. fashion show will transport space conference attendees to a new world

Los Angeles, Calif. – Interplanetary nightclub gear, rocket crew uniforms, and pulsing electronic music will join the scene at the California Space Authority’s annual Transforming Space conference on Nov. 6.

Called “Space Style 2007: A Giant Leap for Couture,” the exclusive fashion event promises to transport attendees to a private-sector Moon Base for a peek at the futuristic fashion from a day in the life of the citizens of the proposed lunar cities of “New Berlin” and “Alphaville.”

“We believe that the question ‘What do I wear in space?’ will be a very real issue in the extremely near future,” said Randa Milliron, co-producer/co-host of Space Style 2007, and also CEO of Interorbital Systems, a Mojave-based rocket company working to make space transportation a reality. “Space Style 2007’s runway will feature what the title advertises: fast-forward Space Style--- from the sleek uniforms of rocket crews, to the ratty recycled chic of space privateers, to the lavish, luscious fashions of lunar nightlife--- set in an electronic dance club that’s literally ‘underground’,” said Milliron – referencing plans for underground lunar habitats.

According to Karyl Newman, co-producer/co-host of the show and artistic consultant for the Jet Propulsion Laboratory, “space fashion” will be one of fastest growing new markets in the fashion industry. “With upcoming space tourist suborbital and orbital flights, hotels in space, and plans to return and settle on the Moon, people will need clothes that are functional and fashionable,” said Newman noting that space’s early private travelers will primarily be individuals who can afford it. “They tend to be fashion conscious,” she said.

“All of the designers worked with the space frontier environment in mind,” said Milliron. The show will feature concepts from forward-thinking space companies such as Interorbital Systems and Rocketplane, with pieces from design collectives and fashion companies such as Orbital Outfitters, Hollywood Fashion Frenzy, designer Rain Sherman’s Glamorous Rockstar Fashions, and from surprise guests including international talent from Berlin, Stockholm, and Tokyo.

Set in a futuristic theme complete with runway walks and fashion tableaux, Space Style 2007 will also feature a DJ/electronic set from Casino Mansion (www.casinomansion.net), and a Cloud 10 art/couture presentation by choreographer Sara Matthews, with original score by composers David Habif and Roman Kovalik (www.romankovalik.com).

Both Newman and Milliron plan to see Space Style become an annual event that attracts both the space and fashion industry. “It’s a marriage of science and art featuring talent from around the globe,” said Milliron.

Event: Space Style 2007: A Giant Leap for Couture

Date: Nov. 6 at 8 p.m.

Location: CSA Transforming Space Conference at the Sheraton Gateway LAX, Los Angeles, Calif.

Website: www.californiaspaceauthority.org/conference2007

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California Space Authority is a nonprofit organization supporting California’s commercial, civil and national security space stakeholders. Governed by a statewide board of directors, CSA works closely with the State of California, industry, other government, education, workforce entities and academia to support space enterprise development and expansion statewide.

California Space Education and Workforce Institute is a nonprofit organization dedicated to inspiring parents, educators, and students to engage in California-based, space-related education and to attract, integrate, and retain a robust California space workforce.