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## **FASHION CREATORS WOW SPACE INNOVATORS SPACE FASHION SHOW IS A FAR OUT EXPERIENCE**

**LOS ANGELES** – Amidst the loosened ties, iced-clinking drinks and futuristic lighting, California's space enterprise community opened a new port to their consciences last night with the first-ever *Space Style 2007: A Giant Leap for Couture* Fashion Show at the Transforming Space 2007 Conference. More than a dozen designers' creations were showcased as edgy models walked the runway clad in their space-inspired fashions, giving conference attendees a creative-mind view of space tourism.

"It is certainly a right-brain vs. left-brain workout we have had here tonight," exclaimed Andrea Seastrand, Executive Director of the California Space Authority (CSA), lead host of the event. "Tonight we have brought together the innovative thinker from the space enterprise community and the creative thinker from the fashion industry. Both are experts in their fields, and yet on an everyday basis there is little interaction between them. Our goal tonight was to bridge that gap and create a venue where these two minds could intrigue one another. It's safe to say that we accomplished our goal."

Aerospace engineers and scientists in their suits, winged-tipped shoes and white lab coats mixed with fashion aficionados in their stylistic garments and pastel-colored hair. The punker-set with lip-piercings and black finger-nail polish toasted cocktails with straight-laced rocket scientists in white-collared shirts. The audience was a patch-work of America's cultures, colors and creeds. Young and old swayed to the psi-trance/industrial music that pulsed through the venue and together they gazed upon the colorfully lit runway flanked by big screens with flashing images of deep space and Mars-like terrains.

"For the space enterprise community to maintain its edge in the global space market, our future workforce is going to consist of engineers who think like artists and artists who think like engineers," added Celeste Volz Ford, Chairman of the Board for CSA and CEO of Stellar Solutions. "In an era where there is conference burn out, CSA has raised the bar by introducing new concepts that command attention."

The hour-and-a-half of runway extravaganza featured a variety of designs that ranged from chic flight suits, albeit impractical for actual outer-space, to a zero-G-inspired wedding gown created by Japanese designer Eri Matsui. The designs incorporated elements such as metals, string, feathers, gartered stockings, wire, platform boots, stilettos, and even newspaper. The mostly-fitted fashions revealed plenty of skin, unlike the traditional baggy space suits of modern day astronauts. Although not particularly suited for the real-life environment of space, the collections were a melding of the creative and imaginative world of high-fashion with the engineering minds that are soon to bring commercial human spaceflight to the masses.

Exotic hairstyles ranged from beehives to braided up-do's adorned with shimmering baubles and wispy florals. The make-up was equally exotic, using broad sweeps of fanciful color as well as fully-painted faces in geometric black and white designs. Featured designers included Louise Bisby of San Francisco. Los Angeles designers included Rain Sherman (Glamorous Rock Star Fashion), Danielle Kelly (Queen of Custom/Mint Collection), Samantha Ceora (Dainted), Payam Emrani (Fame in a Can) and Syuzi

Pakhchyan. Misuzu Onuki, creator of the Japanese Aerospace Exploration Agency's (JAXA) space couture fashion show, presented the finalist designs from that competition. Choreographer Sara Matthews' Cloud 10 provided performance art with an exotic space theme.

A dramatic black-and-white collection presented by Swedish designer Martin Bergstrom included a seemingly Middle-Eastern influenced theme. A burka-like headdress in a silky, printed fabric was adhered to the face of the model to complete a mysterious mask. Paired with a flowing gown reminiscent of a Roman toga, the outfit was definitely other world-inspired.

Co-producing the event were Karyl Newman, an artistic consultant to the Jet Propulsion Laboratory, and Randa Milliron, CEO of Interorbital Systems. "It is predicted that space fashion will become a fast growing new segment of the apparel industry, stated Newman. "We hope this event will be an annual celebration of the intersection of two significant California enterprises. It's a marriage of science and art." Milliron added, "Fashion designers and New Space entrepreneurs have much in common: both groups must have a vision of the future that they are willing and able to make manifest--and in so doing so, fearlessly change the world."

For photographs taken at the event, please go to:

<http://www.californiaspaceauthority.org/conference2007/fashion.html>

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