

CAREERS

Astronaut Creator Kellie Gerardi And The Founder Of A Space Creative Agency On Arts, Loro Piana And Leading In Cosmos

Gustaf Lundberg Toresson Contributor ⓘ

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Kellie Gerardi - creator, microgravity researcher and Astronaut, in her Final Frontier Design IVA ... [+] BY GREENTAG89, CC BY-SA 4.0, [HTTPS://COMMONS.WIKIMEDIA.ORG/W/INDEX.PHP?CURID=78376257](https://commons.wikimedia.org/w/index.php?curid=78376257)

During last month's Paris Fashion Week, the Balenciaga show that took place in a mud pit was described as "a metaphor for digging for truth and being down to earth" by creative director Demna. Constantly innovating and stretching beyond imagination, it was only a matter of time before fashion houses collided with outer space.

On the runway, designers send models down the catwalk in looks that are inspired by the always-changing current final frontier. While it's not exactly clear how space-inspired fashion will play out among everyday consumers, one thing is for sure: The avant-garde looks seen on the runway are sure to inspire creative minds everywhere.

In a few years, this might be a reality. Today, space is big enough to welcome not only scientists, but also tourists and consumers in a rapidly growing industry, with creativity, communications, and branding at its core.

Gabrielle Rein is the co-founder of Viceroy Creative, a creative agency bringing luxury fashion, culinary experiences and art to space travel. From working with commercial space flights for eight years, Gabrielle has curated space experiences with Loro Piana,

OMEGA, Jose Andres, and more, to cater to the ultra, upper-echelon space consumer.

With space tourism growing and movies being shot [in space](#) (e.g. Tom Cruise training in Gabrielle's designs), the public is engaging with space for the first time since many years. And with culture comes the creators.

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A winning creator strategy is to create content that is both educating and entertaining. Kellie Gerardi, an astronaut sharing her journey heading to space on TikTok and Instagram, is in a great position for this.

Gustaf Lundberg Toresson: Gabrielle, why is space more exciting now than ever before?

Gabrielle Rein: There's a renaissance in space right now. SpaceX is launching astronauts and we are returning to the moon after 50 years with the Artemis program. Commercial companies are flying civilians to space and capturing it all in the media and through innovative technology. Everyone can be a fan of and interact with space in ways they were not able to previously. Space is becoming more approachable than ever and that's exciting.



Gabrielle Rein, founder of space creative agency Viceroy GABRIELLE REIN

Lundberg Toresson: How are brands jumping on the space ship?

Rein: Brands, artists, and designers have always been inspired by space and now it's becoming a very real opportunity. Brands can partner with space companies to contribute to space missions! They can design habitats, technology, clothing, and items used for space missions. The innovation brands bring to space adds a very human,

craftsmanship element to the process and also enhances the experience of astronauts onboard.

Brands are able to conduct research and manufacture new products in space. The microgravity environment leads to the development of products you can't necessarily dream up on Earth.

Lundberg Toresson: What are luxury brands doing in space?

Rein: They are doing luxury brand things! Like developing the first ever Champagne to be popped in space or crafting clothing for astronauts. Loro Piana transcended its boundaries in space. The brand was able to test its precious raw fibers in an exceptional microgravity scenario allowing them to develop high-performance and remarkably comfortable clothes.

Lundberg Toresson: How has the industry changed over the last years?

Rein: The commercialization of LEO (Low Earth Orbit) has democratized space and created a new industry for commercial companies to come in and take over space operations traditionally run by governments. The space industry is growing rapidly and proving its success by achieving milestones and uniting humanity in the excitement and wonder of space exploration.

This is only the beginning of a new era in space! It will continue to be normalized and more brands and companies will come together with everyday people to do amazing things.



Loro Piana Flight Suit Design IMAGE
COURTESY OF VICEROY CREATIVE