# Katy Perry’s Blue Origin spaceflight sparks controversy over PR and environmental impact



Katy Perry’s recent spaceflight aboard Blue Origin’s NS-31 mission has sparked a wave of mixed reactions, raising questions about the environmental impact and authenticity of the stunt, as well as the messaging surrounding the journey. The 40-year-old pop star was part of a six-woman crew launched from Texas on Monday in a mission funded by Amazon billionaire Jeff Bezos' space exploration company. The entire trip lasted approximately 11 minutes, capturing global headlines but also igniting controversy.

A public relations and personal branding expert, Mayah Riaz, has offered her assessment of the event, describing what was intended as a groundbreaking and empowering moment as instead “a PR black hole.” Speaking to the Mirror, she noted that while Katy Perry has built her career on bold and colourful spectacle, this particular venture did not land as intended.

“On paper, it seemed like a slam dunk. A woman in space, breaking boundaries, inspiring the next generation. But for many, it just didn’t land,” Riaz said. She suggested the stunt was “a calculated brand move,” aligning with Perry’s eccentric and constantly evolving public image and the singer’s ‘out of this world’ persona. However, the timing and context, amid widespread financial struggles and environmental concerns, meant that the mission was perceived by some as “tone-deaf,” and even criticised by other celebrities for its environmental footprint.

One point of contention was the framing of the flight as a message of female empowerment. Riaz argued this element “felt forced,” asserting that genuine empowerment “isn’t something you buy with a ticket to space and a zero-gravity selfie.” Complicating matters, Perry chose to make a highly personal revelation during the trip by introducing her daughter to the public for the first time. Although intended to add a humanising element, this gesture was largely overshadowed by the backlash surrounding the space mission.

Riaz commented, “That was a very personal reveal meant to humanise her. But with the wrong backdrop, even that heartfelt moment felt out of sync – or worse, misjudged.” There are reports suggesting that Perry may now regret the decision to share such a private moment in this context.

Despite these criticisms, Riaz believes Perry can recover from the misstep. She emphasised that retreating into silence would be unwise and recommended that Perry openly address the backlash by explaining her motivations and acknowledging public concerns. “An honest interview or a candid post on social media could go a long way,” Riaz said.

Moreover, Riaz highlighted that if Perry aims to reinforce the empowerment narrative, actions aligned with the message would be crucial. “Fund STEM scholarships for girls. Partner with women in aerospace. That’s how you align the message with something meaningful,” she advised.

While acknowledging the current criticism, Riaz reminded that public figures are not “cancelled for one PR blunder” but rather for a refusal to learn and grow from it. “If Katy gets humble, gets real, she can turn this blunder into a breakthrough,” she concluded.

The Mirror is reporting that the episode marks a challenging moment for the pop star, blending spectacle with personal revelation, and has elicited significant debate over celebrity responsibility and environmental priorities in the era of commercial spaceflight.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.blueorigin.com/news/new-shepard-ns-31-mission> - This URL confirms that Katy Perry was part of the six-person, all-female crew launched on Blue Origin's NS-31 mission from Texas, as well as details about the mission itself funded by Jeff Bezos' space company.
* <https://en.wikipedia.org/wiki/Blue_Origin_NS-31> - This page provides details on the NS-31 mission's duration (about 10 minutes and 21 seconds), the roster of passengers, the significance of the all-female crew, and the suborbital nature of the flight, correlating with the article's description.
* <https://www.mirror.co.uk/3am/celebrity-news/katy-perrys-space-flight-a-pr-black-29652192> - This Mirror article includes the commentary by PR expert Mayah Riaz, who described Katy Perry's spaceflight as a 'PR black hole' and discusses the perceived tone-deafness of the mission in context of financial struggles and environmental concerns.
* <https://www.independent.co.uk/life-style/gadgets-and-tech/katy-perry-space-flight-backlash-b2329308.html> - This Independent article details the backlash Katy Perry received over environmental concerns regarding her spaceflight, as well as criticism of the empowerment message and her personal revelation of introducing her daughter.
* <https://www.space.com/blue-origin-ns-31-all-female-crew-suborbital-flight> - This Space.com article reports on the NS-31 mission specifics, the all-female crew, the scientific and cultural importance, and also covers public and expert reactions to the spaceflight and its messaging.