# Blue Origin’s all-female space mission sparks backlash over empowerment and environmental claims



Amazon-backed spaceflight company Blue Origin recently launched a high-profile, 11-minute space mission featuring an all-female crew, prominently including pop star Katy Perry. The mission, officially aimed at female empowerment and environmental awareness, has sparked a wave of mixed reactions and critical debate on social media and beyond.

The flight took place in the United States, with Blue Origin promoting it as a groundbreaking step for women in STEM (science, technology, engineering, and mathematics) and a statement on environmental protection. However, the approach and execution have been met with scepticism and backlash, particularly around the perceived superficiality of the mission's messaging.

Fast-food brand Wendy’s commented on the mission via X (formerly Twitter), stating, "When we said women in STEM this isn't what we meant." Model and activist Emily Ratajkowski labelled the mission “beyond parody” on TikTok, while actress Olivia Munn criticised it as "a bit gluttonous." These reactions highlight the broad public disappointment in what was expected to be a serious push for gender equality in aerospace fields.

Some commentators expressed regret that the mission appeared to focus more on glamour and style than substantive empowerment. The tight blue spacesuits worn by the crew—described as reminiscent of a Halloween costume—along with full hair and makeup, were criticised for perpetuating stereotypes rather than challenging them. One critic noted, "Putting the 'ass' in astronaut," questioning whether the sexualised portrayal was the right image to represent women in space in 2025.

The crew also attracted criticism for their emotional expressions of affection for the spacecraft, which some viewed as diminishing women’s intellectual contributions. Observers pointed out that such expressions would unlikely be accepted if the crew were male celebrities, highlighting a potential double standard.

Statistically, women remain underrepresented in space travel and aerospace leadership. Only 12% of people who have travelled to space have been women, and women hold just a quarter of aerospace leadership roles. Blue Origin’s mission could have been a significant milestone in addressing these disparities. However, the sidelining of Amanda Nguyen, a Harvard astrophysics graduate, NASA intern, and civil rights activist, in favour of Katy Perry, was seen by many as unfortunate given Nguyen’s more relevant STEM background.

Environmental messaging from the mission also drew criticism. Perry stated, "It won't be about me; it will be about this beautiful Earth. I think from up there, we will think, 'Oh my God, we have to protect our mother.'" Yet, critics pointed out the environmental cost of space travel itself, questioning the credibility of using such a flight to make an environmental statement.

Kirsty Hathaway, executive creative director at Joan London, reflected on the broader implications for brands undertaking similar high-profile campaigns. She noted, "When the world is facing financial uncertainty, sending a bunch of rich people to space isn’t exactly what everyone wants to see. People just feel annoyed rather than empowered." Hathaway emphasised that genuine empowerment requires more than symbolic gestures and media moments; it needs a long-term strategy and meaningful action.

"The lack of consideration around how Blue Origin would create actual, tangible change is the reason for its downfall," Hathaway explained. She said the mission had “genuine potential” to inspire young girls to pursue STEM careers but fell short because it lacked a follow-through plan to support women in science and aerospace beyond the brief flight.

In summary, Blue Origin’s all-female space mission, despite its bold intentions, faced widespread criticism for what was seen as a superficial approach to female empowerment and environmental advocacy. The event highlights ongoing challenges in how representation and social causes are integrated into high-profile technological and commercial ventures.

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

## References

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* <https://www.campaignlive.co.uk/article/11-minutes-fame-regret/1915516> - Please view link - unable to able to access data