

APPAREL AND ACCESSORIES

Prada to produce next-gen spacesuits as NASA brings first woman to moon

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For the moon landing mission, Prada seeks to upgrade existing wear, using NASA's Exploration Extravehicular Mobility Unit (xEMU) as a blueprint for its new designs. Image credit: Axiom Space

By LUXURY DAILY NEWS SERVICE

Linking up with American infrastructure developer Axiom Space, Italian fashion brand Prada is designing outfits for a milestone mission, slated for 2025.

Engineers from the luxury house are collaborating with the systems teams supporting NASA's upcoming Artemis III lunar landing attempt, helping to craft spacesuits with materials and features that will protect astronauts in an extraterrestrial environment. Expected in 2025, the exhibition will mark the first time that a woman steps on the moon -- if completed successfully, she will be wearing Prada.

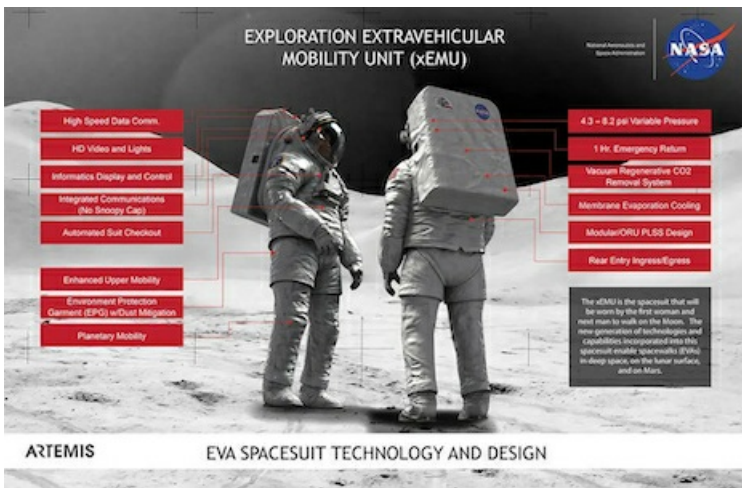
"The constantly forward-thinking ethos of Prada for humanity has broadened to his desire of adventure and to brave new horizons: space," said Lorenzo Bertelli, marketing director at [Prada Group](#), in a statement.

"We are honored to be a part of this historic mission with Axiom Space," Mr. Bertelli said. "Our decades of experimentation, cutting-edge technology and design know-how which started back in the 90s with Luna Rossa challenging for the America's cup will now be applied to the design of a spacesuit for the Artemis era.

"It is a true celebration of the power of human creativity and innovation to advance civilization."

Out of this world

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The new suit, dubbed "AxEMU," is more flexible and protective. The advanced capabilities and specialized tools incorporated into its design will make it possible for NASA's astronauts to see and study more of the moon's surface as safely and effectively as possible.

With Axiom Space's experience in the industry as the architect of the first-ever commercial space station, and with Prada's heritage know-how and textile chops, the collaboration grounds a monumental mission.

Artemis III will be the first crewed lunar landing since Apollo 17 in 1972. This time, the astronauts are going to explore an uncharted area near the South Pole of the moon.



Prada is offering its handle on raw materials and design to the advanced technology giant, Axiom Space, for the mission. Image credit: Axiom Space

The refreshed EMU suits will enable the next frontier of discovery, as the mission is meant to bring about scientific advances, financial gains and the maintaining of “American leadership in exploration,” according to NASA.

Almost 65 years ago, @NASA was founded to explore space and find humanity’s place in it. #Artemis looks to continue that legacy, returning humanity to the Moon to prepare for the human exploration of Mars and beyond.
<https://t.co/kRJpQoveBK>

NASA Artemis (@NASAArtemis) September 27, 2023

As data is gathered and the surface of the natural satellite is traversed, findings will likely be used to bring humans to Mars.

“We are thrilled to partner with Prada on the Axiom Extravehicular Mobility Unit (AxEMU) spacesuit,” said Michael Suffredini, CEO of Axiom Space, in a statement.

“Prada’s technical expertise with raw materials, manufacturing techniques, and innovative design concepts will bring advanced technologies instrumental in ensuring not only the comfort of astronauts on the lunar surface, but also the much-needed human factors considerations absent from legacy spacesuits.”

Though luxury has dabbled in galactic themes ([see story](#)), Prada’s involvement in the Artemis III mission is the first instance of an Italian luxury fashion house partnering with a commercial space company, making it especially significant for the prestige market and perhaps signaling a new trend for the industry.

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