

Barbie™ POWER & STYLE



★
Astronaut

JOURNEY TO
THE STARS

—
SPACE-FRIENDLY
FASHION

—
FUTURISTIC
GLAM

▲ COLLECTOR'S EDITION

80
MATTEL



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BARBIE BIO



ASTRONAUT BARBIE

• 1986 •

★ **FULL NAME:** Astronaut Barbie.

★ **THE INSPIRATION:** The time period's fascination with outer space.

★ **HER STYLE:** Futuristic and bold.

★ **CLOTHING DESIGN:** By Carol Spencer, a key Mattel designer.

★ **DEBUT:** In 1986, with helmet, bodysuit, pants, miniskirt, tights, boots, bag, computer, flagpole, jewelry, hairbrush, labels, and two punch-out maps of space, official astronaut certificate, and a flag.



STORY OF AN ICON

Journey to THE STARS

DRESSED IN A BRIGHT FUCHSIA SUIT AND GAZING TOWARD THE FUTURE, THE ASTRONAUT BARBIE DOLL JOINED THE SPACE AGE, DEFYING STEREOTYPES AND EXPANDING THE UNIVERSE OF POSSIBILITIES FOR GIRLS OF HER TIME



The 1986 Astronaut Barbie doll launched during a moment marked by a fascination with space, maximalist fashion, and the rising empowerment of women. NASA was beginning to diversify: more people of color were being selected as astronauts, and figures like Sally Ride became role models. With her silver helmet and bold attitude, the Astronaut Barbie doll offered a vision of a bold, futuristic world aligned with the social and scientific advances of the era.

The creative mind behind her outfit, which featured a metallic fuchsia suit, puffed sleeves, and high boots, was Carol Spencer, a legendary designer on the Barbie team. The look was inspired by the futuristic and theatrical style of French designer Thierry Mugler, whom Spencer admired. "He created dazzling, fantastical garments with cinched waists and exaggerated shoulders, and every woman who wore them looked strong and powerful," she recalls in her book *Dressing Barbie*.

At first, the designer developed two versions: one more realistic, and another with a more imaginative approach. After testing both in focus groups with children, the verdict was clear: fantasy won. "Astronaut Barbie looked like she had stepped out of the pages of a comic book rather than the revered halls of NASA, but she still sent the message that Barbie



Since 1965, with the release of the *Miss Astronaut* outfit – four years before man landed on the Moon! – Mattel has introduced multiple versions of astronaut-themed Barbie dolls. One of them is the 1994 Career Collection Astronaut Barbie, created to commemorate the 25th anniversary of the Apollo 11 Moon landing. This doll wears a white suit with red and silver details.

could go to space because she could achieve anything she set her mind to," Spencer explains. The outfit stood out for its versatility, featuring a bodysuit that could be paired with either pants or a miniskirt. In addition to the doll's main look, Spencer also designed the popular *Astro Fashions* line, made up of five space-themed outfits.

The unforgettable *Astronaut Barbie* doll not only reflected the fashion trends of the time but also carried a powerful invitation to young girls: to imagine themselves conquering the stars.★



Left: *Barbie Space Discovery* dolls, launched in 2021, which traveled to space as part of Mattel's Mission DreamStar to the International Space Station in 2022. **Right:** *Bubble Cut* Barbie doll wearing the iconic *Miss Astronaut* outfit from 1965, released 18 years before the first American woman traveled to space. Opposite page: *Barbie Signature Miss Astronaut* doll from 2025, a version that pays tribute to the original outfit 60 years after its creation.



Sally Ride

Space Pioneer

Sally Ride was an American physicist and astronaut who made history in 1983 by becoming the first American woman to travel to space, aboard the Challenger shuttle on the STS-7 mission. This historic moment marked a major milestone in women's advancement in science.

After retiring from NASA, Ride founded Sally Ride Science, an organization dedicated to inspiring girls to explore science and technology. She also wrote books to help make these subjects more accessible to young readers. Her legacy paved the way for future pioneers like Mae Jemison, who in 1992 became the first Black woman to travel to space. Both astronauts forever changed the representation of women in space exploration.

A Look Back at...



Whoopi Goldberg wins the Golden Globe for Best Actress for the film *The Color Purple*



The movie *Top Gun*, starring Tom Cruise, premieres



Tennis player **Chris Evert** defeats Martina Navratilova and wins her 18th and final Grand Slam title, as well as her 7th singles crown at Roland Garros



The space shuttle **Challenger** explodes 73 seconds after liftoff in Cape Canaveral, Florida



The Oprah Winfrey Show airs nationally for the first time

FASHION BREAKDOWN

Astronaut Barbie | 1986



Orbit Essential

The space-inspired look is topped with a translucent helmet that covers the doll's head. At the base, a decorative label in fuchsia and blue evokes the control panels and buttons of space equipment.

Fashion expert and designer
@sereinne_



John Glenn





INSPIRING WOMEN

Dr. Mae Jemison

ENGINEER+DOCTOR+ASTRONAUT



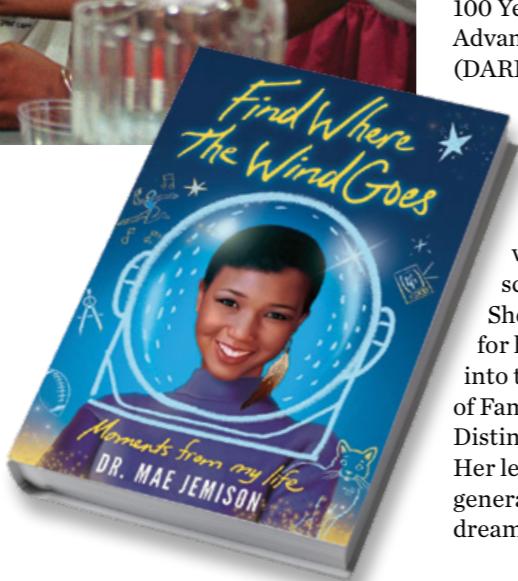
Visionary, pioneer, and tireless advocate for science education, Dr. Mae Jemison forever changed the history of space exploration in 1992 when she became the first Black woman to travel into space. Her mission aboard the space shuttle *Endeavour* marked a milestone in breaking racial and gender barriers, inspiring future generations of girls to envision themselves in science-related careers. Born in Decatur, Alabama, Jemison moved with her family to Chicago at the age of three. From a young age, she showed a strong interest in science, astronomy, and dance. In high school, she leaned toward biomedical engineering and, at just 16 years old, enrolled at Stanford University, where she earned degrees in chemical engineering and African American studies. She later earned a medical degree from Cornell University. After a brief stint as a general practitioner in Los Angeles, she joined the Peace Corps as a medical officer in Sierra Leone and Liberia. Upon returning to the United States, Jemison applied to NASA to become an astronaut. In 1987, she was one of 15 people selected from 2,000 applicants.

In 1992, the scientist made history as the first Black woman to travel to space, taking part in NASA's STS-47 mission aboard the space shuttle *Endeavour*. Her presence onboard was a powerful

Jemison defies gravity aboard the space shuttle *Endeavour* during NASA's STS-47 mission, which orbited Earth for nearly eight days, from September 12 to 20, 1992.



Above: The astronaut helps a patient at the Children's Hospital in Denver conduct a science experiment. The activity was part of a national science literacy initiative aimed at helping elementary students improve their science education, that Jemison promoted in 2000 alongside Bayer Corporation and the Child Health Corporation of America. **Right:** The cover of the second edition of the book *Find Where the Wind Goes: Moments from My Life* (2021), in which the scientist reflects on her most meaningful experiences.



symbol of inclusion and representation in one of the most demanding fields of human knowledge. "What it did for me is to connect me with the greater universe," said Jemison recently. "I imagined that I'm as much a part of this universe as any speck of stardust."

After retiring from NASA in 1993, Jemison dedicated herself to education, science outreach, and promoting the participation of women and minorities in STEM (science, technology, engineering, and mathematics) fields. She founded The Jemison Group, a consulting firm that studies the sociocultural impact of technological advances, and The Dorothy Jemison Foundation for Excellence, named for her mother, to promote excellence in science education. In 2012, Jemison led the 100 Year Starship project, a Defense Advanced Research Projects Agency (DARPA) initiative aimed at preparing for interstellar travel within the next 100 years.

In addition, Jemison has taught at universities such as Dartmouth and Cornell, and has written children's books to bring science closer to young readers. She has received numerous honors for her work, including induction into the National Women's Hall of Fame and the NAACP Award for Distinguished Achievement in Science. Her legacy continues to inspire new generations to explore science and dream big.★



Never be limited by other people's limited imagination."

Dr. Mae Jemison

Jemison during the 2007 Heart Truth Red Dress fashion show, a runway event that unites notable women to raise awareness about women's heart health. She wears a gown designed by Lyn Devon.

Futuristic Glam

FASHION FOCUS

FEMALE POWER TAKES CENTER STAGE ON THE RUNWAY WITH GALACTIC SILHOUETTES AND DRAMATIC VOLUMES



By the mid-1980s, runways showcased powerful-looking women dressed in outfits that looked straight out of an interplanetary mission, like the one worn by this model in a 1984 Thierry Mugler fashion show.

During the 1980s, fashion experienced an explosion of creativity and excess. It was a bold aesthetic that blended dramatic silhouettes with sci-fi references: a glamorous futurism. Inspired by space exploration, emerging technologies, and visions of tomorrow portrayed in film and pop culture, designers like Thierry Mugler and Claude Montana imagined futuristic looks with unmistakable visual power.

Instead of evoking a minimalist future, this aesthetic proposed a sophisticated, shimmering tomorrow. Garments were architectural, with structured shoulders, cinched waists, and eye-catching materials like lamé, PVC, metallic vinyl, and glossy fabrics. Colors ranged from silver to fuchsia, from galactic black and white to neon hues, all imbued with a sense of empowerment and fantasy.

Mugler, with his armor-like suits, daring necklines, and sharp silhouettes, emphasized power and theatricality. His runway shows were avant-garde spectacles, with models who looked like beings from another planet.



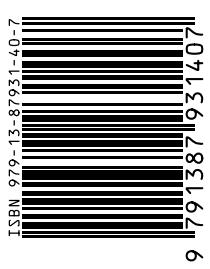
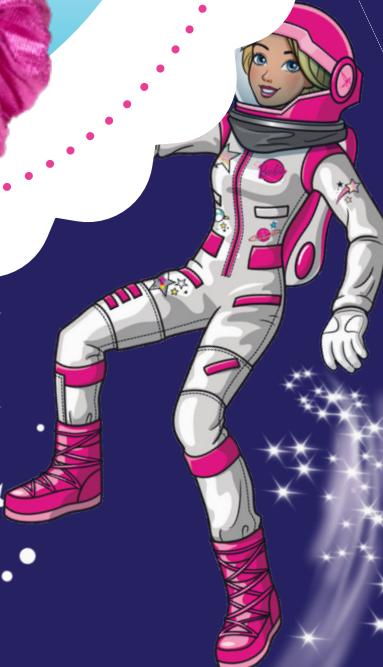
Above: Three models dazzle on the runway at Montana's Fall 1984 show, known as "the king of shoulder pads." Below, from left to right: Supermodel Iman in a dress from Mugler's Fall collection of that year; a model in a pleated suit from the same runway; and another in a jumpsuit with exaggerated shoulder pads at Montana's Spring 1987 show.

Montana, meanwhile, pushed volume and geometry to the extreme, with bold-shouldered jackets and cuts that conveyed determination. Both designers shared one vision: to dress a strong, commanding woman, not just for the present, but for the future.

This visual language took over the runways, but also influenced film, music, and even the world of toys. The glamorous futurism of the 1980s anticipated an aesthetic of the future and celebrated fashion as a space for boundless imagination. Dressing as if you were from the future became a statement of ambition, fantasy, and freedom. ■

COLLECTOR'S EDITION

Barbie™



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CREATING JOY

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