EMIRATES UNVEILS BRAND NEW CABINS FOR ITS BOEING 777 FLEET

News / Airlines

Game-changing, fully enclosed private suites in First Class inspired by Mercedes-Benz

Completely refreshed look, meticulous design details, new seats and materials feature in multi-million dollar upgrade across all cabins

Emirates has unveiled completely refreshed interiors for its Boeing 777 aircraft, including its highly anticipated new First Class private suites.

With floor to ceiling sliding doors and sleek design features inspired by the Mercedes-Benz S-Class, Emirates' new suites takes luxury and privacy to the next level. Offering up to 40 square feet of personal space each, these spacious, fully-enclosed private suites are laid out in a 1-1-1 configuration.

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From First Class through to the Business and Economy Class cabins, all along the walkways, in the washrooms and galleys, the latest Emirates 777 aircraft boasts a multi-million dollar upgrade that includes newly-designed seats and upgraded inflight entertainment systems in all cabins.

Sir Tim Clark, President Emirates Airline said:

“The inflight experience is the heart of our brand and service proposition. The new 777 interiors that we are unveiling today is part of Emirates’ ongoing investment to continually raise the bar and exceed our customers’ expectations. Aside from our new fully enclosed private suites, Business Class features our latest fully-flat leather seats with personal minibars, Economy Class seats have adjustable full leather headrests, and the inflight entertainment system has been upgraded for all cabin classes. Throughout the aircraft, our customers will see modern and airy cabins, with painstaking attention to detail evident in design touches such as the textured wall and ceiling panels, lighting features, and more.”
On the airline’s new First Class product, Sir Tim said:

“Emirates pioneered the First Class private suite concept back in 2003, and today it’s the industry benchmark when it comes to first class travel. Over the years we have continually improved on our private suites, adding thoughtful refinements and features. We are very excited about our new fully-enclosed suite which is a real game-changer in terms of privacy, comfort, and thoughtful luxury. This is the first time an Emirates product has been so influenced by another luxury brand, but it is a natural fit as both Emirates and Mercedes-Benz have the same unwavering commitment to fine detail, uncompromising quality, and a drive to push the boundaries.”
Emirates’ latest First Class product gives a nod to the design philosophy of the Mercedes-Benz S-Class, bringing together two global brands renowned for innovation, luxury, and comfort. The collaboration inspired several design details in the private suite including the soft leather seating, high-tech control panels, and mood lighting.

Extending that trademark inflight experience to exclusive on-ground services, Emirates and Mercedes-Benz have extended their partnership to provide a fleet of the S-Class cars as part of its complimentary Chauffeur-drive service. Emirates First Class passengers arriving or departing in the UAE will enjoy a seamless journey from aircraft to home, and vice versa, in a Mercedes-Benz S-Class car.

The latest Emirates 777 aircraft with these new features will enter commercial service on 1 December, making its debut on flights to Geneva and Brussels.

Changing the game in First Class – key product features

The new Emirates 777 First Class cabin interior uses a whole new colour palette of soft greys, cream and champagne, conveying a contemporary, open and airy feel, with quiet and timeless luxury.

Created in collaboration with Boeing, Rockwell Collins interior systems, Panasonic, Jacques Pierre Jean Design studio and Seattle-based design firm Teague, each fully enclosed private suite has a floor to ceiling sliding door, and combines smart technologies and intelligent design to deliver function, as well as luxury and comfort.

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Fully enclosed private suites

The soft leather seat reclines into a fully flat bed and can be placed in a “zero-gravity” position inspired by NASA technology, giving a feeling of relaxation and weightlessness. The roomy suites also have ample space for passengers to change in the privacy of their suites even after the bed has been made.

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Zero-gravity position
To ensure all First Class customers have a view, Emirates is introducing the industry's first virtual windows for suites located in the middle aisle. These virtual windows project the view from outside the aircraft using real time camera technology. In the other suites, binoculars are available for customers who want to explore the sky outside their windows.

Passengers can easily communicate with the cabin crew, or request for room service using the video call function. The suites also come with a service window where customers can be served drinks and canapes undisturbed.

Emirates has retained and updated the most popular features of its private suites such as: the personal mini bar for drinks and snacks within each suite; and wireless controls to adjust seating positions, as well as to navigate Emirates' award-winning inflight entertainment system, ice.

Customers can view over 2,500 channels of on-demand entertainment on a 32-inch Full HD LCD TV screen, or project content from their own devices. The viewing experience is now enhanced with brand new Bowers & Wilkins Active Noise Cancelling E1 headphones created exclusively for Emirates. These headphones were designed by award-winning audio brand Bowers & Wilkins to ensure the sound was optimised for the First Class cabin environment.

Each suite is fitted with an inspiration kit which features a luxury Byredo skincare collection found only on Emirates, Hydra Active moisturising pyjamas, and Bulgari amenity kits.

The new Boeing 777 First Class suite with virtual windows and an inspiration kit
There is ample storage within the suite including a cleverly designed overhead compartment, and a full length cupboard for hanging clothes.

As with any Emirates flight today, First Class customers can enjoy dine on demand service, with a selection of the finest cuisine prepared by gourmet chefs, accompanied by some of the most exclusive wines, champagnes and spirits in the world. They will be well looked after by Emirates'

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international cabin crew representing over 135 nationalities.

First Class dining
Upgrades across all cabin classes

The entire Emirates 777 aircraft sports a refreshed interior with a light and modern colour scheme, classy textured panels, as well as new lighting and design accents.

An artistic motif representing the Ghaf (prosopis cineraria) tree, is used as a design highlight throughout the aircraft. An indigenous evergreen plant, the Ghaf is a considered the national tree of the United Arab Emirates, and has deep cultural and ecological significance.

The Ghaf Tree motif
The design and shape of Emirates' Business Class seat onboard the new 777 was also inspired by the interior of a modern sports car, with a diamond stitch pattern on the full leather cover, ergonomically designed headrest, and a sleek overall look and feel.

The Business Class Cabin
The seat has a pitch of 72 inches and moves into a fully-flat sleeping position. It also has touchscreen controls for the seat and inflight entertainment system, several personal lighting options, privacy panels between seats, a shoe stowage area, footrest, and a personal mini-bar.

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The Business Class Cabin
The Economy Class cabin now features a colour palette of soft greys and blues. The ergonomically designed seats come with full leather headrests that have flexible side panels and can also be adjusted vertically for optimum support.

The Economy Class cabin
All cabin classes will be equipped with a new generation of Emirates' award-winning ice inflight entertainment system offering improved and superior image quality. Each in-seat screen will feature ultra-wide viewing angles, a capacitive touch screen, LED backlight and full HD display.

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A new generation Emirates' award winning inflight entertainment system ice
Emirates and the Boeing 777

Emirates is the largest operator of the Boeing 777 aircraft, one of the most popular and advanced wide-bodied aircraft in commercial operation today. The airline has 165 Boeing 777s in its fleet, and a further 164 on firm order, including 150 of the next generation Boeing 777x aircraft. Today, Emirates operates the Boeing 777 to over 140 cities on six continents from its hub in Dubai.

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