

TRAVEL AND HOSPITALITY

Emirates updates exterior design for first time in nearly 25 years

March 20, 2023



Emirates last changed its livery in 1999, when the airline's first Boeing 777-300 appeared at the Dubai Airshow. Image credit: Emirates

By LUXURY DAILY NEWS SERVICE

Dubai, U.A.E.-based airline Emirates is flying its brand flag high.

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For the third time in nearly 40 years, the airline's craft has new livery, with updates to its wingtips, tailfin and body. By the end of 2023, all 24 existing Emirates aircraft will don this new look, as will all new planes, including the Airbus A350 which will join the fleet in August of next year.

"Aircraft livery is the most instantly recognizable brand real estate for any airline, said Tim Clark, president of [Emirates Airline](#), in a statement.

"It's a visual representation of our unique identity, something we wear proudly, and display in all the cities we fly to around the world," he said.

"We're refreshing our livery to keep it modern, without losing the key elements of our identity such as the U.A.E. flag on our tailfin and the Arabic calligraphy."

Changes overhead

Arguably, the most noticeable change to the aircrafts' aesthetic design is found on the tailfin, where the U.A.E. flag painted across it has a more rippling, multi-dimensional effect versus the straighter original and even the slightly more curved second iteration.

Further representing the brand's heritage is its name written in white Arabic characters across wingtips that are now painted bright red. On the fuselage, the name is written in English in gold lettering that is 32.5 percent larger than before.



Emirates original design was part of the brand's debut in 1985. Image credit: Emirates

This design, completed at the Emirates Engineering plant in Dubai, is the second to be done by the airline's in-house team. The first was done by United Kingdom-based company Negus & Negus, which has also designed livery for British Airways.

The Emirates' logo will be visible from sea level as well as from the air, thanks to a recent joint venture.

Last month, the airline became the first-ever title sponsor of champion sailing team Great Britain SailGP, entering into a three-year partnership. By joining forces, both parties further bolstered their shared goal of reducing carbon emissions and practicing responsible consumption ([see story](#)).

That commitment led the airline to achieve a major aviation milestone recently.

In January, Emirates Boeing 777-399ER completed its first demonstration flight wherein one engine was powered 100 percent by Sustainable Aviation Fuel (SAF), the first in the Middle East and North Africa ([see story](#)).

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