

# **First Class Suite of Emirates**

**\*First author : Kunrapas Khunthothom ,International College Of Suan**

**Sunandha University ,Thailand**

**E-mail : [aom.kunrapas3124@gmail.com](mailto:aom.kunrapas3124@gmail.com)**

**\*\* Second Author : Benjapol Worasuwanarak, International College Of Suan**

**Sunandha University ,Thailand**

**E-mail : [Benjapol.wo@ssru.ac.th](mailto:Benjapol.wo@ssru.ac.th)**

## **Abstract**

If we talk about the largest airline in middle east the first airline that everyone think is Emirates Airlines. Emirates Airlines is an airline based in Dubai, United Arab Emirates

Emirates Airlines open new first class suite for passenger who want to travel privately and there are a variety of technologies that meet the needs of passengers. With private suites in first class, flat bed seats in Business class and extra room throughout all of our cabins, everyone can enjoy total comfort on their flight. Switch off and unwind with 1,000 channels on the largest screen, delicious meals amd complimentary beverages. Reserch paper will determind the positive and negative image of Emirates first class suite.

Keywords : “ best airlines “, “ first class “, “ Emirates “, “ airline in middle east “

## Introduction

Emirates' new first class suites for its Boeing 777 and Airbus A380 fleet bring new levels of personalisation and service to the highest of high flyers. First and foremost, each suite is literally a private room: not just with sliding doors as in Emirates' current first class, but cocooning travellers within floor-to-ceiling cabin walls for complete privacy.

These planes only feature six suites in the first class cabin, spread across two rows in a 1-1-1 layout. While Emirates' old suites were incredibly private, these new ones feature floor-to-ceiling walls for the ultimate in privacy. Emirates worked with Mercedes-Benz to design a cabin that feels like a high-performance sports car and includes all the luxury touches you'd expect. And, for the first time in history, you might face some stiff competition for a *middle* seat. Emirates installed virtual windows on these planes that use exterior cameras to give passengers in the middle seats a high resolution view of the scenery. You can also control the lighting color and temperature in your suite to fully customize the experience. And if you'd like to order food without having to talk to another person, you can call the flight attendants via video directly from the tablet at your seat. 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. 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. 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, etc. 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. 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' international cabin crew representing over 135 nationalities. 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.

## **Research methodology**

From the review, the method that I use is derived from those who use the service and reviews the advantages and disadvantages of the first class suite. And from the reviews, I found that most passengers are satisfied with the new first class suite and technology. we found that people who use the first class suite must have sufficient money and need privacy in traveling, but with a large amount of good service that the passengers should be very satisfied. With both modern technology and complete facilities to meet those who need good service and state-of-the-art technology

## **objective**

To find the advantages and disadvantages

To find the access of technology

To learn why the passenger should choose first class suite of Emirates Airlines

## **Conclusion**

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," Clark says, describing the 3.7m<sup>2</sup> (40ft<sup>2</sup>) suite as "a real game-changer in terms of privacy, comfort, and thoughtful luxury. The journey begins with cabin crew hanging your jacket or coat in a personal wardrobe accessible from within the suite itself as opposed to the aisle, as is the case with Emirates' previous-generation first class. When the door closes, large mirrors will help you check you're looking your best. These are also

useful later in the flight when changing out of the supplied pyjamas into your normal clothing, as there's plenty of room to do this within the suite itself, not to mention the privacy as well.

For instance : instead of conventional window shades, there are stylish curtains. Want a bite to eat or a Champagne top-up? There's no need to press a call button, let alone open your door - you'll instead be able to video chat with the cabin crew to place your order, which will then be delivered to your tray via a hatch in the wall (the panel on the right), making the experience less like a commercial airline and more like a private jet. The new Boeing 777 first class cabin adopts a 1-1-1 layout with six suites overall, down from eight at present in a 1-2-1 configuration. The cabin immediately impresses with its redesigned 'cathedral-like' ceiling and creatively-used lighting. The temperature inside each fully private suite can be dialled up or more likely *down* to suit your preference (LED lighting is likewise tailored for your taste), and when the seat is converted into a fully-flat bed it closer to the windows so that you can stand aside and change into your pyjamas without a visit to the bathroom. Speaking of windows, the two first class seats located in the centre of the cabin will feature 'virtual windows', with external cameras fitted to the aircraft delivering real-time vistas taken from the left- or right-hand side of the jet - and of course, you can choose which 'view' you'd like to see. Passengers with an *actual* window will find their suite contains a pair of Steiner 'safari binoculars' while everybody gets a set of Bowers & Wilkins noise-cancelling headphones to use with their 32 inch LED-backlit HD video screen. All of these are cutting-edge technologies and can meet the needs of the passengers very much, and if anyone likes a private trip, it is the purpose of why it should choose a new first class suite of emirates airlines on the trip, but on the other hand, there are some disadvantages that passengers do not like, namely the first class suite for those traveling alone Not suitable for traveling in pairs.

## Recommendation

If the new first class suite is designed for double travel, it will satisfy passengers traveling in pairs as well. And the price should be able to touch more In addition to this, the new first class suite, if redeeming mileage points, will be very good, but the emirate is developing in exchange for mileage points. Not long enough to be able to do

## References

**Emirates New First Class Suite, 777-300er**

<https://travelsort.com/emirates-new-first-class-suite-777-300er/>

**My Thoughts on the New Emirates First-class Suites**

The Points Guy - <https://thepointsguy.com/reviews/my-thoughts-emirates-new-first-class/>

**Photo Tour: Emirates' All-new Luxury First Class Suite**

<https://www.ausbt.com.au/photo-tour-up-close-with-emirates-new-first-class-suite>

**Photo Tour: Luxury First Class Suite ใหม่ของเอมิเรตส์**

<https://www.ausbt.com.au/photo-tour-up-close-with-emirates-new-first-class-suite>

**Review: Emirates' New Boeing 777-300er First-class Suite**

Zach Honig-Zach Honig - <https://thepointsguy.com/2017/12/emirates-new-777-suite-review/>

