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# JAL revamping 777 for fleet consistency

By **Rick Lundstrom** on November, 11 2019 | Partnerships, Collaborations & Acquisitions



The J-Class cabin on JAL's 777

Japan Airlines has launched the new cabin interior of its international 777-300ER aircraft fleet, extending [tangerine's](#) Infused Essence design strategy that was developed for JAL's newly acquired domestic A350-900, which launched in June.

The 777, last renovated approximately seven years ago, has been JAL's ongoing, long-haul aircraft. This retrofit is the second project to launch from tangerine's design partnership with JAL. The new look was picked to create consistency between the cabin product of JAL's new flagship, line-fit A350 domestic service and its existing international service of 777 aircraft. The new 777 aircraft had its first revenue flights earlier August from Tokyo Haneda to London Heathrow.

tangerine's design strategy of 'Infused Essence' is echoed throughout the four classes of the cabin interior. Capturing the traditional spirit of Japan whilst delivering a contemporary travel experience. The 777 retrofit aims to appeal to both local and international passengers.

tangerine worked closely with [Botany Weaving](#) to create a bespoke textile design for all of the seats of JAL's 777 retrofit. The seats in each class have thick, breathable patterned fabrics with variants of

JAL red, black and grey depending on the cabin class.

Bespoke pleated curtains that reference the traditional Japanese origami paper-folding techniques divide the cabin classes. Cabin walls, vestibules and toilets have been designed with dark black patterned finishes, reflecting the Japanese interior design tradition of utilizing monochromatic surfaces for interior spaces to create a rich, layered environment.

“Due to strict weight limitations for the retrofit, every detail down to the last thread had to be considered to achieve the right balance of cabin weight and desirability,” said Yuichi Ishihara, Creative Director and Head of Japan Business. “We challenged ourselves to introduce the maximum benefit for the customer experience while juggling the weight implications to the gram.”

Additionally, tangerine designed all of the bespoke lighting for the new cabin. During a three-day workshop with [Diehl Aviation](#) in Germany, Ishihara was able to guide the development of various lighting scenarios which are offered onboard as well as special occasion themes.

The outcome led to more than 10 bespoke lighting themes; many of which are reflective of Japan’s seasons and natural landscapes. In addition to UX-focused scenarios for welcome, taxi, take-off, mealtimes, sleep, wake-up and relaxation. In March and April, during the cherry blossom season, the cabin lights up in the Sakura theme, using delicate pinks and Spring greens to evoke the feel of the annually celebrated Japanese holiday.

Matt Round, tangerine’s Chief Creative Officer added: “By implementing tangerine’s design strategy of ‘Infused Essence’ to the retrofit of JAL’s 777, the outcome is refreshing, bold and introduces a cohesive customer experience across JAL’s entire domestic and international fleets.”