
Emirates gives the Dubai Rugby Sevens some love with new livery

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The Flying Muppets and EK Firebirds, Emirates' cabin crew rugby teams, helped welcome the newly decorated aircraft

[Emirates](#) is flying a special livery on one of its A380s to mark the 50th staging of Dubai's flagship sporting event, the [Emirates Airlines Dubai Rugby Sevens](#). The event is one of the key tournaments on the [HSBC World Rugby Sevens](#) series and attracts more than 100,000 fans.

To welcome the new livery, the airline reached out to its cabin crew rugby teams, the Flying Muppets and EK Firebirds, which ran drills and scrums around the aircraft as part of a publicity video promoting the newly decorated aircraft's launch (embedded below).

The themed aircraft made its first flight with the new livery to Glasgow on July 2 and will continue to delight rugby fans around the world over the course of the coming months.

Gary Chapman, President of Emirates Group Services and [dnata](#), said in a statement: "This livery is one of the many ways we are celebrating the milestone 50th anniversary of the Emirates Airline Rugby Sevens. For the rest of the year it will fly across the world, inspiring both new and die-hard rugby fans everywhere to share in the excitement. With three days of exhilarating rugby action, fantastic family activities and incredible entertainment from pop icon Kylie Minogue, it's going to be the perfect celebration of Dubai's favorite sporting event."

The Emirates Airline Dubai Rugby Sevens, one of the world's most popular rugby events and the largest in the Middle East, will be played December 5 to 7. Over 300 teams across many age groups will participate, and this year over 100,000 fans are expected to take in the events. As referenced by Chapman, pop star Kylie Minogue will headline a concert on December 6 as part of the celebrations.