Acumen shapes British Airways' redesigned A380 cabins

Acumen Design Associates' redesigned World Traveller Plus cabin on British Airways' A380 features upgraded seatback entertainment screens

British Airways has unveiled its redesigned A380 cabins, developed in collaboration with Acumen Design Associates as part of the airline's multi-billion-pound investment in the passenger experience.

Acumen led the wider cabin interior design, developing "A Modern British Signature," a cohesive design language extending across Club World, World Traveller Plus and World Traveller, alongside galleys, Club Kitchens, lavatories, lighting and bespoke architectural features.

Working with British Airways and a network of specialist suppliers, including Tangerine, which designed the new First suite, Acumen helped bring together the various design elements to create a consistent onboard experience throughout the aircraft.

The first retrofitted A380 is expected to enter service in the coming months, marking the beginning of a fleet-wide transformation involving more than 35,000 individual parts per aircraft.

"This is a major milestone for British Airways and the future of our A380 fleet, marking one of the most significant transformations we have ever undertaken on any aircraft," said Sean Doyle, Chairman and Chief Executive Officer, British Airways, in the airline's announcement.

Copyright DutyFree Magazine. All rights reserved.

British Airways' redesigned World Traveller Plus cabin features new seating with privacy wings

A unified cabin experience

The redesigned interiors introduce new seating across all four cabin classes, with Acumen's design approach establishing a consistent visual identity through materials, finishes and architectural details.

The aircraft will feature 106 Club Suite seats spanning the entire upper deck, which British Airways says will be the world's largest Business Class cabin.

The refreshed suites feature additional storage, updated finishes and improved functionality, complemented by dedicated Club Kitchens and redesigned galley spaces.

World Traveller passengers will benefit from wider seats, larger inflight entertainment screens and upgraded bedding, while World Traveller Plus introduces seats with privacy wings, larger screens and reusable amenity kits featuring Dr.PAWPAW skincare products.

The new First suite, designed by Tangerine, combines increased privacy with an interior inspired by luxury hotels. Center suites feature adjustable dividers and stowable tables, allowing passengers traveling together to enjoy shared dining.

British Airways has also partnered with British heritage brand Swaine to introduce bespoke First amenity kits containing Wildsmith skincare products, alongside upgraded bedding, sleepwear and slippers.

The airline's refreshed First dining experience features a "From the Grill" concept, allowing passengers to customize meals with premium proteins, sides and sauces.

New tableware includes contemporary stoneware, fine bone china and cutlery designed by Studio William, complemented by glassware developed with Richard Brendon and wine expert Jancis Robinson.

Copyright DutyFree Magazine. All rights reserved.

The transformation also establishes a design blueprint for British Airways' future wide-body fleet, reflecting the airline's broader efforts to deliver a more consistent premium passenger experience.

Copyright DutyFree Magazine. All rights reserved.