

Emirates showcases retrofit program in playful campaign

[Emirates](#) has launched its latest video campaign highlighting its US\$5 billion aircraft retrofit program, using humour to showcase the scale and ambition of one of the aviation industry's largest cabin refurbishment projects.

The video takes the form of a parody home renovation gameshow titled *Do It Yourself Dubai*, following an Emirates captain and his family as they opt to refurbish a 777 instead of their home. The storyline then shifts to Emirates Engineering, where teams are shown undertaking the extensive retrofit work across the airline's fleet.

The campaign is designed to spotlight Emirates' ongoing investment in its onboard product, which includes the complete refurbishment of 219 aircraft. The retrofit program aims to enhance the passenger experience across cabins, with upgraded interiors, new seating, refreshed inflight entertainment and improved onboard amenities.

Set to roll out globally from this month, the video reinforces Emirates' "Fly Better" positioning while emphasizing the scale of the operation behind the scenes. The airline uses the lighthearted concept to highlight the complexity of retrofitting widebody aircraft, positioning it as the ultimate "DIY" project.

The retrofit programme is already delivering updated 777-300ER and 777-200LR aircraft into service, with passengers now able to experience the upgraded cabins on routes across 40 destinations worldwide. These include major global hubs such as London, New York-area Newark, Tokyo, Johannesburg and Sydney, as well as destinations across Europe, Asia, the Middle East and the Americas.

Emirates plans to expand the reach of its retrofitted aircraft to an additional 10 destinations in the coming months, including Brisbane, Singapore and Taipei, as the program continues to scale.

Through the campaign, Emirates underscores its commitment to delivering a consistent, premium onboard experience, supported by modernized interiors, enhanced comfort and its signature service offering.