

# First-look trailer for the upcoming ITVX drama series *Riches*

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[Drama](#), [Video](#), [ITVX](#)

## First-look trailer for the upcoming ITVX drama series *Riches*

ITVX today released the first-look trailer for the upcoming drama series *Riches*, written and created by Abby Ajayi and starring Deborah Ayorinde, Sarah Niles, Hugh Quarshie, Hermione Norris and Brendan Coyle.

The trailer will premiere this evening on ITV1 during the broadcast of the phenomenally successful, ratings-winning entertainment show, *I'm A Celebrity Get Me Out Of Here*.

All six episodes of the drama, commissioned by ITV's Head of Drama Polly Hill, will premiere exclusively on ITVX in the UK from 22 December.

*Riches* follows the exploits of the stylish, privileged and super-successful Richards family led by London based business mogul Stephen Richards (Hugh Quarshie).

With his sudden death his family are left in disarray at the return of his estranged American daughter and son, Nina and Simon, played by Deborah Ayorinde (*Them*, *Harriet*, *Luke Cage*) and Emmanuel Imani (*Cobra*, *Black Earth Rising*).

Their arrival from New York is the catalyst for a messy showdown with Stephen's wife, Claudia, Sarah Niles (*Ted Lasso*, *I May Destroy You*), and children from their marriage Adeyinka Akirinrade (*Top Boy*, *Temple*), Ola Orebiyi (*Cherry*, *A Brixton Tale*), Nneka Okoye (*Grantchester*, *The A List*), as both factions vie for control of the family black hair and beauty empire, Flair & Glory.

Caught in the midst of the power struggle for control of Flair & Glory are Andre, played by CJ Beckford (*The Trial of Christine Keeler*), Hermione Norris (*Cold Feet*, *Luther*), who plays Stephen's loyal PA, Maureen, and Stephen's confidante and legal advisor, Gideon, played by Brendan Coyle (*Downton Abbey*). British model Jourdan Dunn also stars as Davina in her breakout acting role.

The series is produced by Greenacre Films in association with Monumental Television, and commissioned for airing on ITVX and later ITV1.

Amazon Studios have co-produced the series and will air in the US, Canada, Australia, New Zealand, Nordics, and Sub-Saharan Africa.

Nadine Marsh-Edwards (*Unsaid Stories*, *Been So Long*) and Amanda Jenks (*The Girl*, *Been So Long*) alongside writer and creator Abby Ajayi are executive producers for Greenacre Films, and Alison Owen (*Ghosts*, *Harlots*, *Murder in Provence*) and Alison Carpenter (*Ghosts*, *Harlots*, *Yonderland*) are executive producers for Monumental Television.

*Riches* is produced by Yvonne Francas (*The Syndicate*, *Our Girl*, *Death in Paradise*) and directed by Sebastian Thiel, Abby Ajayi, and Darcia Martin.

Banijay Rights will be responsible for international distribution on behalf of Greenacre Films.

The ITVX trailer and marketing campaign for *Riches* is the work of Marketing Manager, Jamie Criswell, Creative, Gemma Jewel, Creative Director, Rachel King and Producer, Sasha Williams.

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## **About ITVX**

Launching on 8 December 2022, ITVX will be the UK's freshest streaming service, letting viewers stream new programme exclusives, with adverts, for free; ranging from premium dramas, documentaries, US series, comedy and reality shows to blockbuster films and much, much more. ITVX will be the first streaming service in the UK to offer viewers the flexibility to access free content with ads and ad-free paid subscription, all in one place. Paying subscribers will also have access to BritBox UK.

ITVX will live stream must-watch events including the forthcoming FIFA World Cup, I'm A Celebrity and the Love Island Finale as they are broadcast on ITV's channels. ITVX will also offer an ever-changing host of exclusive themed channels in line with viewer preferences and popularity. These constantly evolving pop-up channels will give a scheduled experience through a streaming service, with viewers able to choose where in the schedule they join.

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