

SAND CASTLES



THRILLER | DRAMA | MYSTERY

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In-Frame

The background of the entire image is a photograph of a desert landscape. It features rolling sand dunes in shades of orange and red, with soft shadows indicating a low sun. The sky is a clear, pale blue. The overall mood is serene yet mysterious.

LOG LINE

"Amid Dubai's dazzling towers and curated lives, six elite residents struggle to protect their reputations, relationships, and buried pasts—until a sudden flood unearths more than just secrets, and a quiet death begins to ripple through their perfect world."

SAND CASTLES

SERIES OVERVIEW



TARGET AUDIENCE

Thriller | Mystery | Drama

FORMAT

8 x 40 min episodes

SETTING

Dubai — opulence & illusions

NOTHING STAYS BURIED FOREVER



SAND CASTLES



TARGET AUDIENCE

Age: 18-45

Psychographic: Curious about wealth, power, scandal, and identity

Global Reach: Especially resonant in markets like the US, UK, South Korea, UAE, India, France, and across streaming-driven territories in Europe and Asia



DEMOGRAPHIC FOCUS

Global Urban Viewers

Aesthetically driven

Digitally Native

Pop-Culture Fluent



WHY IT CONNECTS GLOBALLY

Dubai Factor: The exoticism and intrigue of Dubai

Diverse Cast: With characters and actors from multiple continents

Universal Themes: Power, control, secrecy, betrayal

AUDIENCE PROFILE



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Sand Castles stands out in the crowded thriller genre by placing six complex, powerful women at the center of a murder mystery set in the rarely explored, hyper-luxurious world of Dubai. Unlike typical whodunnits, the series uses a real-world inspired flood not just as a plot device, but as a metaphor for truth crashing through curated lives. With its rich visual style, emotional depth, and sharp social commentary, Sand Castles is more than a mystery—it's a haunting exploration of what women will do to protect their image, their secrets, and their survival in a city where everything, even perfection, has a price.

DIVE INTO INTRIGUE

SAND CASTLES



SYNOPSIS

SYNOPSIS - SAND CASTLES

Drama | Thriller | Mystery | 8 Episodes

Dubai—a city sculpted from ambition, where every surface gleams and every life is carefully curated. Beneath the gold-gilded towers, beachfront mansions, and rooftop galas lies a hidden ecosystem of secrets, privilege, and quiet desperation.

On one stormy night, a rare cloud seeding experiment goes wrong, unleashing a historic flood across the city. As water rushes through the pristine streets of the elite, the body of Michael Melli, a magnetic and mysterious media tycoon, is discovered floating—dead and surrounded by whispers.

To the public, it's a freak accident. To those who knew him—it's a warning. Because Michael wasn't just a kingmaker for the rich and powerful. He collected their secrets. Affairs, blackmail, scandals, and private recordings—all stored in a mysterious flash drive he called The Sand Box. And now, that drive is missing. At the center of this high-society unraveling are six formidable women—each beautiful, brilliant, and deeply flawed. They are bound by luxury, lies, and their shared proximity to the dead man. Each of them had a reason to fear him. Each of them is hiding something. And as alliances crumble and suspicion grows, one question rises above the flood:

Did the storm kill Michael?

Or did one of them finally decide he knew too much?

Set against a backdrop of opulence and emotional decay, Sand Castles is a gripping psychological mystery about power, image, and the cost of keeping up appearances—because in a city made of glass and sand, one crack can bring it all crashing down.

SAND CASTLES

SIMILAR SHOWS WE LOVE

As part of our pitch, we've included a list of comparable titles in the genre to give you a sense of what we want to create.

Elite Scandal + Secrets + Suspense



BIG LITTLE LIES
2017-2019

Why it's similar:

Wealthy women in a coastal town tangled in lies, trauma, and the fallout of a mysterious death. As secrets simmer beneath a perfect façade, the past relentlessly bleeds into the present.

Reference for:

Strong female ensemble, layered guilt, nonlinear storytelling with flashbacks, emotionally loaded silences, and a visually lush coastal setting that mirrors inner decay. The blueprint for glamour crashing into grief.



SUCCESSION
2018-2023

Why it's similar:

A ruthless, powerful family imploding from the inside – where love and loyalty are transactional. Behind every smile is a strategy; behind every deal, a betrayal.

Reference for:

Sharp psychological drama, manipulation-as-dialogue, biting dark humor, and the chilling loneliness of obscene wealth. The emotional DNA of Sand Castles runs parallel to Succession – trust no one, especially not yourself.



DESPERATE HOUSEWIVES
2004-2012

Why it's similar:

In a manicured world of appearances, women carry explosive secrets. Told through the voice of the dead, the show navigates friendship, betrayal, and domestic darkness with an ironic smile.

Reference for:

Twisted backstories, glossy meets grim tone, shifting alliances between women, and heightened drama layered with narration. A tonal anchor for Sand Castles – where the dead still have something to say.



GOSSIP GIRL
2007-2012 | Reboot: 2021-2023

Why it's similar:

A voyeuristic dive into the lives of the elite, where secrets fuel status and anonymity is weaponized. Perception is power, and the most dangerous truths live in plain sight.

Reference for:

Stylized luxury, social sabotage, anonymous narration as omnipresent threat, curated facades, and inner chaos. Sand Castles channels the same spirit – where everyone's watching, but no one really sees.

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CORE THEMES

FACADE VS REALITY

Dubai's luxury masks emotional decay and past sins.

Everyone's hiding something.
Some of it could kill.

SECRETS & SCANDALS

POWER & PRIVILEGE

Wealth buys silence... but not safety.

Affairs, fraud, forgotten love, and
whispered confessions.

DESIRE, BETRAYAL, & REVENGE

THE WORLD

Sand Castles unfolds in Dubai, a city where every skyline is a statement and every silence is calculated. It's not just a backdrop—it's a character of its own. A place of hyper-luxury and brutal ambition. A world where facades are everything and appearances are curated to the pixel.

Dubai is a mirage: breathtakingly beautiful, unnaturally clean, and ruthlessly controlled. But just beneath the surface lies a darker truth—one of exploitation, secrecy, and emotional repression. Here, power is soft-spoken, wealth is armor, and vulnerability is a liability.

SAND CASTLES



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MOOD & FEEL

Seductive. Drenched. Dangerous.

Sand Castles is a visual paradox—beautiful yet bruised, where the most curated lives unravel in slow motion. It seduces you with luxury, then leaves you unsettled by what hides behind the shimmer. The tone is equal parts glamour and dread—a world where diamonds glint under storm clouds and every smile masks a secret.

Visual Language

Palette: Warm golds, creams, and soft desert tones slowly give way to moody blues, stormy greys, and the cold shimmer of water on glass.

Texture: Silks clinging wet to skin, fogged mirrors, reflections in black marble, diamonds catching flickers of lightning.

Symbolism:

Sand slipping through fingers — the illusion of control

Jewelry in water — wealth weighed down

Cracked mirrors — fractured self-image

Rain on glass — distorted truths

Security lights blinking red — hidden surveillance and guilt

Cinematic Influences

Big Little Lies — emotional chaos under luxury's surface

Euphoria — hyper-stylized visuals and inner turmoil

Parasite (flood scenes) — nature disrupting artificial control

Emotional Atmosphere

Tension is ambient. Even calm scenes hum with unease.

Dialogue is often surface-level—but the eyes say more.

Moments of silence feel louder than outbursts.

The audience is made to feel like a voyeur—watching perfection crack from inside the glass.

Sound & Music

A mix of ambient electronic, Arabic-infused percussion, and hypnotic minimal beats.

Diegetic sound (footsteps on marble, water dripping, heels on glass) is amplified for psychological tension.

Moments of silence or single-instrument cues (piano, oud) hold emotional weight.

Thematic Feel

This is a show about people living in emotional high-rises—polished and public-facing on the outside, but empty and eroding within. It's about control slipping, truth bleeding through, and the fear of being seen for who you really are.

In Sand Castles, every frame is curated—until it crumbles.

Every life is perfect—until the tide rises.

And every secret is one storm away from exposure.





SAND CASTLES

KEY CHARACTERS

Age: 29 | Nationality: Turkish

Zara Demir is elegance and ambition personified. A Turkish heiress with old-money roots and a flawless public persona, she was once an Olympic horse-riding champion before being sent to Dubai by her powerful Emirati father to helm the family's real estate empire. What started as an expansion project quickly transformed under her leadership—Zara built the company into the fourth-largest real estate developer in the UAE. Sharp, strategic, and always composed, Zara has mastered the art of playing the long game.

Her closest ally is the gentle and unsuspecting Samara Sheth. The two share a decade-old friendship and a love for horseback excursions and curated girl trips to London and Paris. But beneath the polished sisterhood lies a devastating betrayal—Zara has been entangled in a long-standing affair with Samara's husband, Jim. The relationship began years ago when Zara and Jim fell in love at university. He had wanted to marry her, but his family blocked the union due to Zara's Muslim heritage. Though life forced them apart, their bond never truly severed. The affair is an emotional prison for Zara—one she can't seem to escape, despite her deep guilt and love for her friend. Zara has chosen to remain single in the public eye, pouring her energy into building her legacy and protecting her secrets. Her cool detachment from the other women masks a razor-sharp mind that misses nothing. She's taken a particular interest in Ramona—watching her rise through society and sudden marriage into the elite Al Soud family with suspicion. Zara doesn't believe in coincidences. She sees Ramona as a threat and a puzzle—and is quietly collecting information to expose her questionable past. Zara's ultimate goal: to take down the Al Souds and finally propel her family to the number one spot in the construction empire.

Her relationship with Michael is layered with tension and unspoken threat. Publicly, she refers to him with warmth as "Uncle M," but in private, they keep each other close for one reason: mutually assured destruction. Michael knows about her affair with Jim. Zara, in turn, holds a devastating secret about Michael's origins—one that could unravel the myth of his media empire entirely. Their alliance is a performance, sustained only by careful deals, including a land grant for a luxury spa resort outside Jumeirah—one that Michael is now lobbying to move into the exclusive Inner Radiance development, under Michelle's brand.

Secret: A long-standing, hidden affair with her best friend Samara's husband, Jim—rooted in a forbidden university romance.

Wound: Desperate for love and companionship, but has only ever been valued for what she achieves.

Suspect Motive: Michael knows about the affair with Jim. But Zara knows his real origin story—and could destroy his legacy with a single sentence: "Why Uncle M, you're no media mogul at all."

ZARA DEMIR



Hande Erçel

NAYANTARA CARLA RAO

Age: 36 | Nationality: Indian-French

Profession: Jewelry Designer & Single Mother

Nayantara Mehra is the dazzling face of an ethical luxury brand—an empire built on handcrafted jewels and fierce reinvention. Once the darling of Delhi high society, she became the epicenter of a national scandal when she divorced her powerful industrialist husband and fled the country under accusations that still linger like smoke. Now based in Dubai, she hides in plain sight—gilded, graceful, and entirely untouchable.

She was just 18 when she married. Naïve, wide-eyed, and swept up in a life she never questioned, she became a mother at 19 to the ethereal Gia, her greatest obsession and her most volatile secret. These days, Nayantara is as much a prisoner of her perfect world as its architect. Her life is rigid, choreographed to the minute—immaculate wardrobes, obsessively curated interiors, an inner circle of elite tastemakers. But beneath the design lies deep, disordered control. She’s neurotic, obsessive, and dangerously overbearing—especially when it comes to Gia, who at 17 has started to ask the wrong questions.

No one truly knows Nayantara. Her curated social life is a fortress. Every friend is handpicked, every interaction orchestrated. Her image—strong, free, powerful—is a lie. In reality, she’s terrified. Of exposure. Of abandonment. Of losing control over Gia... and the fortune she manages in her daughter’s name.



Marion Cotillard



Eva Green



Kalki Koechlin

The truth? Nayantara falsified documents and fabricated abuse claims during the divorce in a desperate bid to win custody. When that failed, she took Gia and vanished, triggering kidnapping charges from the prestigious Delhi family. Weeks later, her ex-husband fell to his death under mysterious circumstances—an accident, or perhaps a carefully staged solution. The scandal never stuck, and with her ex gone, she inherited control over Gia’s trust fund—an immense fortune held in Nayantara’s care... until Gia turns 18. The catch? Gia sees through her mother now. She loathes her.

Nayantara’s public link to Michael Melli is through Gia. She hired him to launch Gia’s international modeling career, claiming his Paris connections could open doors to every major runway. But their relationship began much earlier—just after Nayantara’s flight from India. In a rare flashback, Michael visits her in Dubai. He hands her documents, speaks in half-truths and implications. “Accidents,” he suggests, “can be arranged.” A month later, her ex-husband is dead.

Now, the house of cards is trembling. Michael knows too much. He’s seen the paperwork, and possibly more. Gia is older, sharper—and beginning to dig. And Michael? He seems to have taken a dangerous interest in Gia herself.

Secret: She falsified abuse claims and legal documents in a failed custody battle, then fled India with Gia under kidnapping allegations. Later, she may have orchestrated her ex-husband’s fatal “accident.”

Wound: A deep-rooted fear of losing control—over Gia, the wealth, and the carefully constructed image of her life.

Suspect Motive: She’ll do anything to protect Gia’s inheritance—and her grip over it—even if it means silencing those who threaten it.

Threat: Michael knows everything. And worse—Gia may know more than she lets on.

GIA RAO

Age: 17 | Nationality: Indian

Gia Rao is breathtaking. Sculpted, enigmatic, and uncannily composed, she moves through life like someone twice her age—too bruised by the past to enjoy the recklessness of youth. Her beauty is undeniable, almost otherworldly, but behind the flawless skin and catwalk bones lies a deeply fractured girl, clawing for control in a world where she's been manipulated since birth.

The only child of a scandalous, high-society divorce, Gia grew up under the suffocating grip of Nayantara—her obsessive, perfectionist mother. Gia doesn't just resent her mother—she despises her. She blames Nayantara for the trauma of her stolen childhood, for the toxic chaos of their exile from India, and most of all, for the deterioration of her relationship with her beloved, now-dead father.

Gia is no wide-eyed ingénue. She knows exactly what her beauty is worth, and she weaponizes it with cold precision. Her eyes scan every room for opportunity, and Michael Melli is the latest to catch her attention—and feed her dangerous hunger. He flirts with the edges of impropriety, offering her promises of fame and runway dominance. “I can put you on the map,” he tells her. Gia doesn't flinch. She's heard worse. She may even believe him.



Ayesha Siddiqi



Astha



Sheryl

Nayantara sees the threat and panics, but it may be too late. Gia is already spiraling, and she's starting to connect dots her mother never wanted her to see. Her suspicions are sharpening. Her questions are getting bolder. And with her 18th birthday around the corner, she knows the vast inheritance left by her father will soon be hers—and hers alone.

She's tired of secrets. Tired of being handled. And she's dangerously close to cutting Nayantara out for good.

Secret: She suspects her mother may have been involved in her father's mysterious death—and is starting to quietly gather evidence.

Wound: A profound sense of abandonment and betrayal. She aches for her father, mistrusts her mother, and fears being forever used as a pawn in adult games.

Desire: To reclaim her life, her wealth, and her autonomy—before anyone else takes another piece of her.

Threat: Gia is beautiful, smart, and furious. And if Michael pushes the right buttons, she just might blow everything wide open.

RAMONA

Age: 28 | Nationality: Russian, raised in Paris

Ramona is elegance weaponized. With her piercing blue eyes, alabaster skin, and impossibly polished exterior, she's the woman everyone wants at their table—and the one no one really knows. Out of nowhere, she appeared on Dubai's glittering social scene as the stunning new wife of a reclusive oil magnate from Abu Dhabi. One moment she was a ghost, the next—an icon. A hostess of opulent galas, dripping in couture, her parties are whispered about for weeks. Her charm is immaculate, her grace practiced, her aura magnetic. But beneath the Hermès silk and glacial calm lies a past that could bring it all crashing down.

Long before the designer wardrobe and the title of Mrs. Al Saoud, Ramona was a catalogue model bouncing across low-tier markets—Thailand, India, the UAE. Her “modeling” was merely the storefront; the real trade was far more discreet. She was one of the elite's best-kept secrets—an escort to the ultra-powerful, arranged, managed, and protected by none other than the late Michael Melli. He was the architect of her ascent... and the keeper of her filthiest truths.

Now, as the founder of an exclusive modeling agency—one that quietly doubles as an elite event hostess and escort service—Ramona walks a razor-thin line between prestige and scandal. Her agency services global brands, her girls walk luxury runways, and her recent foray into fashion design culminated in a grand fashion show—the very night the flood rains struck. But behind her curated façade, things are unraveling. Her past is catching up fast.



Yuliya Snigir



Anya Chipovskaya

Nayantara, a longtime client-turned-cautious ally, is seething after discovering that Gia—her teenage daughter—was sent to one of Ramona's “private events.” Ramona's polished charm may not be enough to clean up that mess.

Secret: Her past as a high-end escort and the secret arrangement that led to her marriage. She will destroy anyone who threatens the life she's built.

Wound: Though she married wealth, Ramona lives in a golden prison—owned, watched, and silenced by her husband's name.

Desire: Power on her own terms. A future where she doesn't have to hide.

Suspect Motive: Michael Melli knew everything. He filmed everything. And the moment she heard he was dead, she knew exactly what to look for.

Ramona & Michael Melli

Publicly: The man who “discovered” her. The agent who launched her modeling career in the Middle East.

Flashback: A sun-drenched yacht in the Persian Gulf. A Sheikh. A secret rendezvous. A hidden camera. Ramona, exposed. She begged Michael to delete the footage. He smiled—and kept it.

Threat: That footage still exists. Michael never let go of leverage. And now that he's dead—someone else might have it.



Michelle Yeoh



Shin Min-ah



Lucy Liu

MICHELLE JUNG

Age: 47 | Nationality: Korean

From humble beginnings as a spa attendant in Seoul to the founder of Inner Radiance, a \$500 million luxury wellness empire, Michelle Jung is the face of discipline, restraint, and silent ambition. She rises at 4 AM, micro-manages every calorie, every breath, every word. To the world, she is serenity incarnate. To those who truly know her—if any remain—she is steel in silk.

But the empire she's built is a house of mirrors.

Beneath the serene façade of Inner Radiance lies a financial mess. The company is barely staying afloat, burning through cash to keep the illusion alive. Michelle is gambling everything on the hope of securing a major investor—ideally someone from the revered Demir real estate dynasty. But desperation makes strange bedfellows. In the end, it is not Zara Demir, but the morally complicated Ramona who may hold her future.

Secret: Years ago, Michelle betrayed her only sister to escape poverty, leaving her behind in silence and shame. Even darker—she disowned her only son, Kai, when his drug use and sexual identity threatened to tarnish her carefully crafted image. She paid to send him to Hong Kong, buried him beneath the rubble of her ambition, and moved on as if he never existed. But now, Kai is back in Dubai. And he's not alone.

A whistleblower from her past has surfaced, and Michelle knows she's being watched. The numbers don't lie—but neither does Michael Melli.

Wound: Intimacy terrifies her. She trusts no one—not her board, not her clients, not even her blood. Emotions are liabilities, and she's learned to exile anyone who dares to expose hers.

Desire: To preserve Inner Radiance at any cost. Not for wellness. Not for legacy. For control.

Suspect Motive: Michael Melli was prying into her accounts. He had access to everything—her ghosted balance sheets, her franchisee bluff, and the real reason Kai vanished. Michelle knew that one leak could collapse the brand she bled for.

Michelle & Michael Melli

Publicly: He was a “business consultant” helping her expand Inner Radiance into high-end wellness resorts across the UAE, particularly on a prized tract of land near Jumeirah—land owned by the mighty Zara Demir family. But their partnership was strictly transactional.

Flashback: Years ago, in a dimly lit café in Hong Kong, Michael confronted Kai Jung. Michelle had sent him. Michael handed Kai an envelope of cash and a single instruction: Stay gone.

Michelle paid handsomely for silence—but Michael never stayed bought for long.

Now, he's meddling again. On the night of the storm, Michelle saw Gia Rao and Michael locked in a heated altercation. Later, she followed him into the parking lot. Words were exchanged—sharp, threatening. Michael sped off in a rage. His car, the same one found submerged and lifeless the next morning.

Threat: Her son returned the very week Michael died. Is it a coincidence—or karma finally knocking?

SAMARA SHETH



Florence Pugh



Archie Panjabi



Natalie Dormer



Poorna Jagannathan

Age: 37 & 41 | Nationality: Indian-British

Husband : Jim Sheth

On the surface, Samara and Jim Sheth are Dubai's golden couple—tech moguls behind TAP, the billion-dollar home-service app that revolutionized urban convenience in the Gulf. With two beautiful children, a gleaming yacht, and front-row invites to every gala, they're splashed across magazine covers and LinkedIn success stories. But perfection, in their case, is performance.

They've mastered the art of curated lives—polished, aspirational, and wholly disconnected from the moral mess that props them up. Their closest ally? Zara Demir. Together, Samara and Zara are the gatekeepers of high society, bonded by a mutual superiority complex and shared horses stabled in Sharjah. They ride together, gossip together, and sneer—ever so subtly—at the vulgar influx of “new money women” contaminating their elite circle.

Samara wears politeness like armor. She plays brunch hostess, doling out backhanded compliments and passive jabs with the poise of British-Indian royalty. She claims civility but treats the other women like suspects, especially the too-perfect Ramona, with whom she's forged a suspiciously strategic friendship. Behind her velvet tone is a calculating eye, always watching, always judging.

Secret: TAP thrives on exploitation. Beneath its sleek app interface is a human trafficking pipeline. Indian laborers, promised opportunity, are brought in and stripped of freedom. Their documents are withheld, their fates sealed. The Sheths profit from a gilded form of modern slavery.

Their two children—Ibrahim, 14, and Jojo, 12—are tangled in this web too, albeit unknowingly. They share a carpool with the ethereal Gia Rao, who entrances them in different, dangerous ways. Gia toys with them, manipulates them. Samara has confronted Nayantara about Gia's corrupting influence, only to be dismissed with a well-practiced smile. The children are drifting—and Samara knows it.

Wound: Samara is trapped in a marriage that's rotting from the inside. Jim—charming in public, callous in private—has affairs like he has startup ideas. Samara suspects the worst and is eventually proven right: the other woman is her closest friend, Zara.

Desire: To preserve her family's image. To protect her children from their father's sins. To not become a villain by association.

Suspect Motive: If Michael Melli had proof of the abuse, the financial corruption, or worse—Jim's betrayal—Samara had everything to lose.

Samara & Jim Sheth & Michael Melli

Publicly: Michael Melli helped the Sheths raise their first round of funding—one of many partnerships that skyrocketed TAP's valuation. On paper, he was a mentor. In truth, he was a threat.

Flashback: Michael cornered Samara with damning evidence—Jim had embezzled humanitarian aid funds and was covering up the abuse of undocumented workers in their company's backend. He didn't sugarcoat it. “You don't have to be a monster like him,” he said, holding up a file thick with proof.

Samara was devastated. But her silence made her complicit.

Threat: Just a day before his death, Michael was seen meeting with a foreign journalist—someone with the power to bring TAP to its knees. Samara knew if that story came out, it wouldn't just end her marriage. It would end everything.

MICHAEL MELLI

The Victim. The Power Broker. The Threat They All Feared.

Age: 39 | **Nationality:** American | **Profession:** Media PR Tycoon (self-proclaimed)

Status: Divorced, dangerously charismatic, always one step ahead

Death: Found dead—face-down in floodwater on a glittering Dubai street.

Cause: Electrocution. Unclear if it was an accident... or an execution.

Michael Melli didn't just walk into Dubai's elite circle—he infiltrated it like a virus with perfect teeth and a platinum Amex. A former investment banker with zero verified background, he rebranded himself as a global “media consultant,” the kind who got Sheikhs on Vanity Fair covers and made scandals disappear—for a price. No one knew what he actually did. But everyone knew he knew everything. He was the man behind the curtain—the fixer, the confidant, the lover with a voice like silk and eyes that promised secrets. Michael was the invisible glue holding Dubai's most elite together... or the match threatening to burn them all down.

What He Hid:

A digital blackmail vault dubbed The Sand Box—a file filled with:

- Escort client lists
- Sex tapes and compromising footage
- Voice memos from private “therapy” sessions he secretly recorded

It was his insurance policy. Until it wasn't.

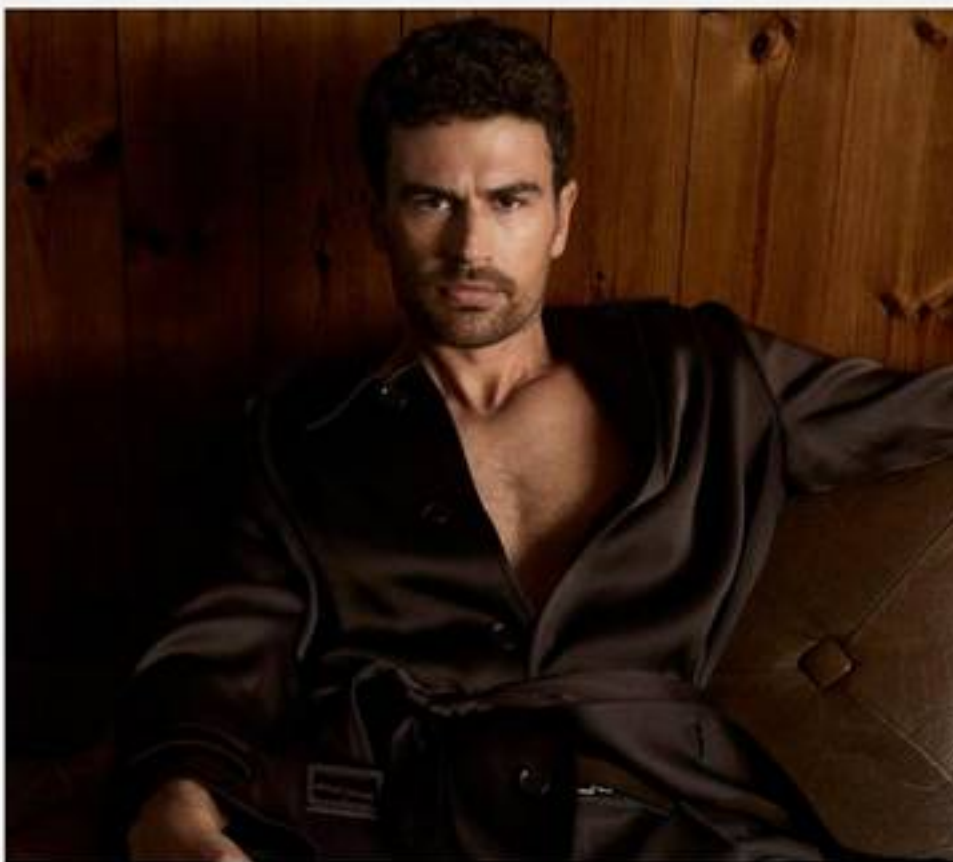
Why He Was Dangerous:

- He threatened to go public with one or more explosive secrets.
- He had been mentoring—and perhaps manipulating—Gia, Nayanara's 17-year-old daughter.
- He blackmailed Layla Al Saud over a buried scandal from her royal past.
- He warned Michelle Zhang about an exposé in progress—and claimed he'd been interviewed.
- And yet, on the night of his death, he toasted someone quietly and said:
- “After tonight, no one will touch me.”

Clues Left Behind:

- Cause of death: Electrocution—possibly deliberate tampering with wiring during the storm
- One female earring, not his, inside his left shoe
- His infamous Sand Box file? Gone.
- His final text: “You'll thank me later.”

Michael Melli was everyone's friend—and no one's ally.
Now he's dead. And someone in the circle knows why.



Theo James



Jake Lacy



Ryan Eggold



Michael Fassbender

POSITIONING OF THE SHOW

1. Global Prestige Positioning

“A luxury noir set in Dubai’s golden mirage—where beauty conceals betrayal, and every secret waits for the storm that will expose it.”

Sand Castle is the next global prestige thriller in the tradition of Big Little Lies and The White Lotus—but with a bold new edge: a rarely explored setting, a dangerously diverse cast, and secrets deeper than the dunes they hide in. It’s glamorous, dark, and universally resonant.

2. Female-Driven Mystery Positioning

“Six powerful women. One dead man. In a city built on reinvention, survival means knowing what—and who—you’re willing to bury.”

A razor-sharp psychological thriller centered around complicated, high-stakes female relationships. Sand Castle explores motherhood, ambition, control, class, and identity through the lens of a murder mystery—anchored by women who are as dangerous as they are dazzling.

3. Visual + Thematic Hook Positioning

“Where couture meets chaos—Sand Castle is a drenched, dangerous drama where curated lives crack under pressure.”

A feast for the senses—this is high fashion meets high tension. Each frame is art-directed to perfection, but underneath the gloss: guilt, betrayal, and simmering desperation. It’s Succession with stilettos, Gone Girl in designer swimwear.

4. Streaming Platform Hook (Netflix / Prime Style)

“Think Euphoria meets White Lotus—set in the glittering, morally grey playground of Dubai.”

A slow-burn mystery that’s rich in aesthetic, character, and tension. Designed for binge culture, Sand Castle is a stylishly addictive descent into power, privilege, and the women who weaponize both.

SAND CASTLE

THANK YOU