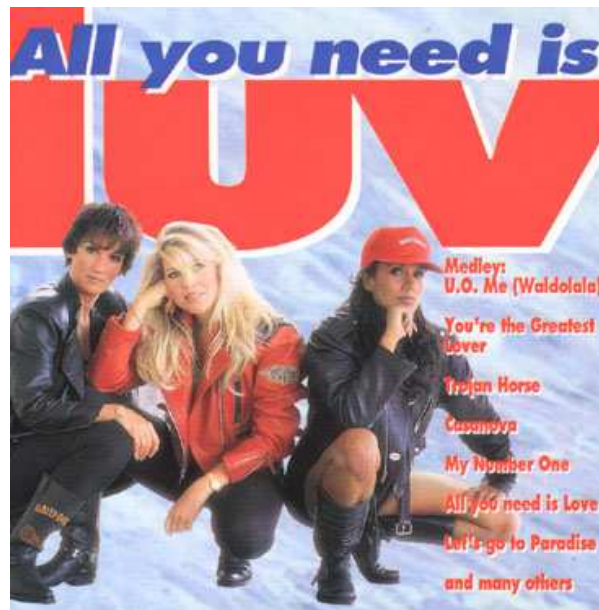


# 15th Anniversary of "All You Need Is Luv"

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In 1994, **LUV** gave their public what they had been waiting for years: a studio album with new material. Actually their last to date. What a beautiful gift but it turned out to be a failure! It could have been successful with a better promotion and management. At the time, some songs were close to hit potential but the horrible CD design as well as a bad distribution deal killed everything.

## Album history

In 1993, the original trio (**José**, **Patty** and **Marga**) made a wonderful comeback. Their "**Luv' Gold**" compilation sold honorably in the Netherlands and Flanders (Belgium). They regularly toured the club and gay circuit (not only in Benelux but also in Germany and Denmark) and made appearances on TV. The press also paid attention to their reunion. After that, the fans were hoping for an album with new songs. It happened in early 1994 with the release of the "**All You Need Is Luv**" CD (named after a cover version of **The Beatles** classic "**All You Need Is Love**").

All the ingredients to have a hit record again were put together but the album suffered from a bad strategy.

### \* Recording:

Experienced and talented producers worked on the project: **Piet Souer** and **Martin Duiser** assisted by **Koen van Baal** supervised the recording sessions. **Souer** is familiar to the admirers of the group as **Hans van Hemert** and he wrote the whole **Luv'** repertoire in their heyday. **Duiser** was an acclaimed artist because of the world famous **Stars on 45** records. **Souer** and **Duiser** had already teamed up in the 1980's to produce singers like **Anita Meyer**, **Doris D. & The Pins** and **Vanessa**. Keyboard player **Koen van Baal** had a brilliant career as an arranger and a session musician (for popular acts like German band **Scorpions** and **Marco Borsato**). **All You Need Is Luv'** consisted of thirteen tracks recorded in the **Bolland studios** (owned by the successful duo **Bolland & Bolland**). **Souer** and **Duiser** wrote nine

original tracks and **Van Baal** two songs. Unlike the late 1970's when **Luv'** was a trend-setter, their magic seemed to have disappeared as they tried to conform to the sound of the 1990's. Their rendition of **All You Need Is Love** on a reggae oriented tempo is acceptable. Four songs were performed in an Eurodance style (hip at the time): **Don't Stop Now**, **One More Night**, **I Cried You Outta My Heart**, and **Let's Go To The Paradise Of Love**. **Your Love** has a nice downtempo R&B touch. The pop/rock influence on five songs (including **Bad Reputation** and **Big Time Spender**) is enjoyable. **No Johnny No Can Do** is an attempt to pay tribute to **Luv'**'s camp and latino style of their debut but it didn't work. The final track (a horrible Dance medley of their greatest hits) should have been avoided. **José Hoebee** recorded most of the lead vocals. Her good voice was instantly recognizable.

**\* Cover photo & design:**

**Luv'** looked great with their Harley Davidson outfits pretending they were bad girls. Very different from their camp costumes. However, there are no words to express the atrocious design. Even a demo CD from an unknown act looks 1000 times better. It totally annihilated the work of all the people involved in the project!!!!

**\* Distribution:**

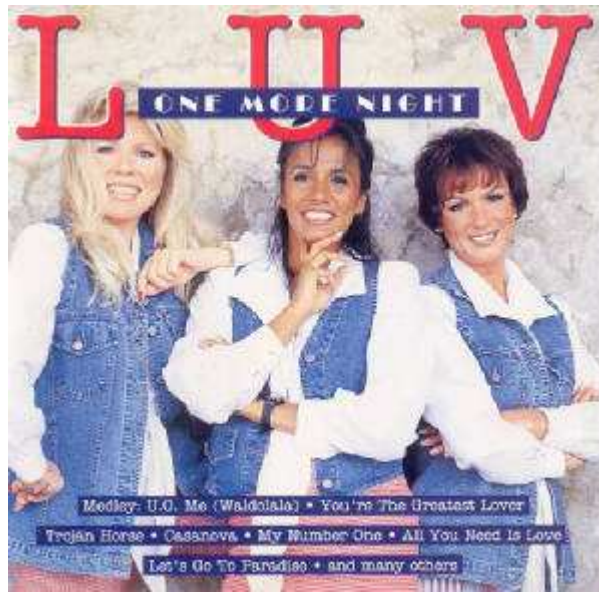
**All You Need Is Luv'** wasn't released by a regular label. Was it due to the fact that the record companies considered **Luv'** only as a nostalgia act? The album was only available in **Kruitdvat** (a Dutch chain of drugstores). That's why, it never entered the album charts. It's impossible to really evaluate how many copies were sold. Moreover, a few months before the record came out, **Patty Brard** had been declared bankrupt. Of course, she wasn't in the right mood to devote herself to the project.

**\* Re-issue:**

In 1995, the album was re-issued by "**Pink**" (an independent label) with another title (**One More Night**) and a new cover (this time the girls were smiling and closed to their initial image).

To sum up: **All You Need Is Luv'** was an opus with catchy melodies far from the original "feel-good" sound of the pop formation and well performed by the lead singer **Miss Hoebee**. It's a pity and a shame that the CD was promoted in a such a bad way!!!

**Dennis Erhardt** (A&R manager during the promotion of **Luv' Gold**) told me last year in his interview (see [archives](#)) that he had planned to make a **Luv'** album with **Martin & Bobby Boer** (of **2 Brothers on the 4th Floor**) who had produced the **Megamix '93**. But the project was cancelled. Maybe things would have been different but no-one can rewrite history....



One More Night: Re-issue of "All You Need Is Luv"