

30th Anniversary of "Lots of Luv"

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Front cover of "Lots of LUV"

This is the story of **Luv's** second legendary LP, entitled **Lots of Luv'**, that entered the Dutch charts exactly 30 years ago. A perfect masterpiece of pop music.

Album history

In the second half of 1978, **Luv'** became an household name in Benelux, German speaking countries, Denmark and South Africa thanks to the success of smash hits like **You're the Greatest Lover**, **Trojan Horse** and the **With Luv'** album. In May 1979, the female pop trio presented their second album (entitled **Lots Of Luv'**) to the media at the **Lido Club** in Amsterdam. A few weeks earlier, their record company, **Phonogram/Philips records**, released the Top 10 single **Casanova** as a foretaste of the LP.

Luv's producers and songwriters **Hans van Hemert** and **Piet Souer** had high expectations for the second opus. They achieved a real tour de force with this big selling record. Their winning formula: catchy songs with **Abbaesque** arrangements (**Money honey**), melodies influenced by **Boney M.** (**Eeny meeny miny moe**), disco music (**Saint Tropez**, **Shoes off**), Spanish/Latin American music (**Casanova**, **Marcellino**), Europop (**I.M.U.R**, **In the night of love**), neo bubblegum pop (**I like sugar candy kisses**) and sounds inspired by the light-hearted retro music of the 1960s (**Dandy**).

Photography

Claude Vanheye (who photographed the Who's who of Dutch pop and rock artists) took two beautiful pictures of the girls. The front cover photo shows the girls

as sexy cow girls. On the back cover, they posed in sailors suits besides a shirtless marine flexing his muscles (which can be seen as a homoerotic reference).

Reissue

In 2006, the album was digitally remastered by **Universal Music** as part of the **Completely In Luv'** CD box set.

Chart performance

Because **Luv'**s public was composed by a majority of teenagers in their heyday, the group's singles sales and their chart performance were more significant than the albums ones. In the late 1970s, the 45 PM vinyl records were popular formats among the young public whereas the full-length LPs attracted more adult listeners. **Lots of Luv'** reached the **platinum** status in the Netherlands and the **gold** status in Austria and Denmark.

Country	Peak position	Certification (if any)	Sales/shipments
Netherlands	# 7	Gold and Platinum	100,000+
Germany	# 39		
Austria	# 13	Gold	30,000+
Denmark	# 17	Gold	30,000+

Sources of this article:

* Wikipedia's page about Lots of Luv': http://en.wikipedia.org/wiki/Lots_Of_Luv%27

* Page about the album from the website Fonos.nl :

http://www.fonos.nl/fonos2/store?request=detail&type=view&catalogue_key=15768

* Review of the LP on the bubblegum university website: <http://www.bubblegum-music.com/luv>

Bibliography:

Albumdossier 1969-1972 by Johan van Slooten, publ: Becht's Uitgevers



Back cover of "Lots of Luv"



Japanese version of "Lots of Luv"