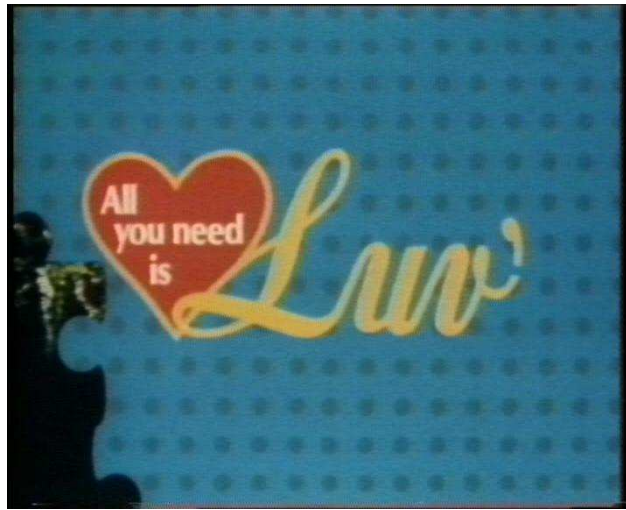


30 years ago : **All You Need Is Luv'** TV Special

article posted on November 19th 2008



Luv' was a visual act. At a time MTV didn't exist, their management understood the power of television. This medium fit them like a glove and was one of the reason of their success. In the late 1970's, the number of channels was limited so when an artist or a band was scheduled on TV, they could reach lots of viewers.

30 years ago exactly, on November 19th 1978, **TROS** (a Dutch TV channel), aired a 20 minutes TV special entitled "**All You Need Is Luv'**".



The show featured videos of songs from their debut album "**With Luv'**":

- ***You're the Greatest Lover***: The girls were riding a tandem, playing basket ball with a male team, singing among body builders in a sport room....

- **Who Do You Wanna Be**: The trio was singing on a grand piano, pretending they were naked with bath mousse on them. But at the end, you can see they wore wetsuits.
- **Trojan Horse**: The ladies were performing accompanied by a fanfare and giggling while trying on hats
- **Louis Je t'Adore**: Luv' was sitting on rattan chairs in an exotic interior
- **U.O.Me**: They were singing on motorbikes and appearing as angels
- **Oh, Get Ready**: They were dancing with masked men



This TV special was included on the DVD "**Back In Luv**".
Luv' appeared later in three other specials: **Lots of Luv'** (in 1979), **This Is True Luv** (in 1980) and **Discover the world with Luv'** (in 1993).

Source: "**Beeld en geluid**" (Dutch TV and Radio archives)

