

30th Anniversary of **With Luv'** - article posted on September 2nd 2008



Front cover of "With Luv"

This the story of **Luv's** first LP, entitled **With Luv'**, that entered the Dutch album charts exactly 30 years ago.

Album history

1978 is a special year in **Luv's** career. The girl group's breakthrough came when **U.O.Me** and **You're the Greatest Lover** became big selling records. After achieving success on the singles charts in a large part of Continental Europe and South Africa, the next step of **Philips/Phonogram** (**Luv's** record company) was to release a full-length album. This trio's first LP was entitled **With Luv'** and came out in late August 1978.

The production of this opus was supervised by **Hans van Hemert** and **Piet Souer** who co-wrote all the album's tracks under the pseudonym **Janschen & Janschens**. **With Luv'** is a mixture of ABBA-esque sounds (**My Man**, **Dream Dream**), Latin American sounds (**U.O.Me**, **You're the Greatest Lover**, **Don Juanito de Carnival**), Disco (**Everybody's Shaking Hands On Broadway**), Pop music (**Who Do you Wanna Be**, **Life Is On My Side...**) and Soft rock (**Get Ready**).

Reissues

With Luv' was reissued in Germany in early 1979 with a change in the tracklisting: **Don Juanito De Carnival** (a cover version of **A Far L'Amore Comincia Tu**, the 1977 European hit of **Raffaella Carrà**) was replaced by **Trojan Horse**. In 2006, when the original **Luv'** girls made a comeback, the album was digitally remastered by **Universal Music** as part of the **Completely In Luv'** box set.

Chart performance

Because **Luv'**'s public was composed in the late 1970's by a majority of teenagers (known to be vinyl singles buyers at that time), the group's chart performance on the album charts was less impressive than on the singles hit lists. **With Luv'** peaked at **#6** in the Netherlands (where it reached the **platinum** status), at **#15** in Austria (**gold** record) and **#16** in Denmark (**gold** award). This LP was a moderate hit album in Germany where it reached the **50th** position.

Source of this article:

- Wikipedia's page about With Luv': click [here](#)
- Page about With Luv' from the website Fonos.nl about the Dutch Pop Music Archives: click [here](#)

Bibliography:

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