

Interview

DENNIS ERHARDT: A MAN IN THE SIGN OF LUV' - interview posted on June 27th 2008



Luv' signing their contract with Arcade Records for the release of their Luv' Gold CD in 1993.



Dennis in 2008

Dennis Erhardt is a singer, former A&R manager and radio presenter. He hosts '**C@mp**', a show on **RadioNL** every Saturday from 12:00 to 15:00. In 1993, as he worked for **Arcade Records**, he was in charge of **Luv'**'s comeback (when the ladies topped the charts with their successful **Luv' Gold** compilation). **Dennis** has accepted to answer my questions about Holland's greatest girl group.

Ralph: How did you start your career in the music business?

Dennis: I started 18 years ago at **Arcade records** to make compilation albums. After already a year they offered me a job as **Artist & Repertoire manager**. After I did lots of successful projects at **Arcade** and its sister company **CNR Music**, I decided to

make a transfer to **Universal Music** and later **ABCD records** and **Dureco**.

Ralph: I've read in your biography on your site that the **Luv's** reunion in 1993 was your first big project. How did it happen?

Dennis: It was indeed my first project with real artists. Before **Luv'**, I only had made compilation albums like **Greatest Hits of the 80's**, **Dance Classics**, **Woman in love** and more albums like that. **Will Hoebee**, the husband of **José**, came in 1993 with the idea of the **Luv gold album**. **Abba** and **Boney M** had a huge succes all over the world with their gold-albums. We were interested to do a big marketing campaign, but only if it was possible to arrange one reunion gig with the original **Luv** ladies.

Ralph: How did you meet the girls?

Dennis: **Will** told me that **José** was enthusiastic about the idea of a reunion but that I had to contact the other ladies myself. After several telephone calls I had the ladies around the table together with producer and songwriter **Hans van Hemert**. It was a hell of a job for a young guy like (I was 23) me to convince them it was a good idea to make a comeback once only. The hardest part was to convince **Marga** because she tried early before breathe new life into **Luv'** with two unknown ladies. That wasn't as successful as the real **Luv'**, so I think that was the reason she hesitated to say yes to this reunion. But finally after lots of talking she did it!

Ralph: Were you satisfied by this 1993 comeback?

Dennis: Yes I was!! The album was very successful as well in Holland as in Belgium. It hit the top of the charts and also all the newspapers and magazines talked about **Luv'** again.

Ralph: What was your function during this comeback?

Dennis: I was their **A&R manager**. I selected the tracks for the compilation, but also made the marketing plan for the launch party in the Dutch discotheque **the IT**. And escort the ladies to their TV and radio performances and interviews.

Ralph: How long was the reunion meant to last?

Dennis: The original plan was doing a launch after the release of the album + one big television show. After that it was over and out. But that's not the way it happened.

Ralph: The **Luv' Gold** album and the **Megamix' 93** single topped the Dutch charts. Were you satisfied by **Luv's** chart performance?

Dennis: Yes I was satisfied. You have to know that there were already several midprice compilation albums with **Luv'** songs on them. And we released a full price album with only one new megamix. And some hits never compiled before like **Ann Maria**, **Yes I Do** and **My Number One**. I remember that **Patty** wasn't happy with '**My number one**' on the album, because that hit wasn't with **Patty** but with **Ria Tielsch**.

Ralph: Among all the live performances, which one was the most impressive/successful?

Dennis: Of course that was the first performance live in **the IT** in Amsterdam. The crowd was so enthusiastic about the come back!!! And there was also so many press outside when they arrived and step out off the limo. It looks like a huge world star arrived, I was so proud!

Ralph: Which TV show was the best publicity stunt for Luv'?

Dennis: We only did one big show after the launch and that was the **Staatsloterij Show** hosted by **Marc Klein Essink**.

Ralph: How do you judge the performances of Patty, Marga and José? Who was the most professional?

Dennis: **Luv'** can only be successful with the chemistry of these three ladies. Each of them had their own professionalities. The best voice comes from **José**, **Marga** was the controller of the trio and **Patty** the big entertainer.

Ralph: What's your opinion on the "All You Need Is Luv'" album only available in Kruidvat stores? It was the last time that the formation proposed new material.

Dennis: That was after the contract with **Arcade** and I had nothing to do with this record. Personally I think there were some nice songs on it, but it wasn't a good **Luv'** album. Too old fashion. I think I had great ideas at that time to make a new album with **LUV**, with **Martin & Bobby Boer** (they also made the **Megamix 93**) as their new songwriters and producers.

Ralph: In December 1993, Patty Brard was declared bankrupt. How did it affect the group? Did it overshadow the trio's career?

Dennis: Yes exactly! It was a very hard time for **Patty**. After the success of the **Luv' Gold** album they decided to perform again. I have learned at that time from **José** and **Marga** that it was very hard to work with **Patty** and as you might know it ended after a big fight because **Patty** didn't show up at some of the planned gigs.

Ralph: When and how did the group disband in the 1990's? I've heard of a performance in 1996, is it right?

Dennis: No I think it was much earlier.

Ralph: Did the ladies perform outside of the Netherlands and Flanders (Belgium)?

Dennis: Yes I believe they also did some gigs in Germany.

Ralph: How were the relationship between the ladies themselves and between them and you?

Dennis: The relationship was always very good. We had lots of fun! Especially **Marga** has a great sense of humor.

Ralph: Are you still in touch with Luv'?

Dennis: I just spoke to **José** a couple of hours ago to plan a date to visit them. **Will & José** are very close friends for almost 15 years now. I saw **Marga** and **Patty** at the birthday of **Will** last year.

Ralph: What do you think about their current comeback? Do you think they make a good choice by performing during corporate events instead of normal performances?

Dennis: I think it is a brilliant decision to make their act a bit campy. The songs are still very strong and makes lots of people young and old happy. **Luv'** is still a big party!

Ralph: What would you suggest to Luv's current management?

Dennis: Create a TV show with **Patty, Marga & José** in their search of the new **Luv'**. The three winners can record the old songs with a new 2008-sound. I think the history can repeat itself.

Ralph: What are your favourite Luv's songs?

Dennis: My favourite **Luv'** songs are **Casanova, U.O.Me, Boys Goonight** and **Getaway**.

BIG THANKS to Dennis for participating and making this interview possible !!!

Visit Dennis site: <http://www.denniserhardt.nl/>

