



ARTICLES Part 1

TUESDAY, MARCH 22, 2005

Luv's career in Holland

Short English Biography taken from www.hollandrocks.com:

Luv' is a girl group that becomes one of the most successful Dutch acts of the late 1970s and early 1980s.

Line-up :

José Hoebee-Van Den Wijdeven (1977-81, 1993-94)

Marga Scheide (1977-81, 1989-92, 1993-94)

Patty Brard (1977-80, 1993-94)

Ria Thielsch (1980-81)

Diana Van Berlo (1989-92)

Michelle Gold (1989-90)

Carina Lemoine (1990-92)

BIOGRAPHY

1976 : **Luv'** is founded by producers **Hans van Hemert**, **Piet Souer** and manager **Han Meijer**. **Van Hemert's** idea is that of three fresh, spontaneous and good looking girls who sing cheerful and simple disco songs. He wants the band to consist of a redhead, a blonde and dark-haired girl, so that everyone can relate to them. They already have a song so all they have to do is find the right girls to sing on it. **Souer** and **Van Hemert** know of three girls who would be perfect: **Marga Scheide**, **Patty Brard** and **José Van Den Wijdeven**.

1977: The single **My Man** is released and gets fairly good reviews. Its successor, **Dream, Dream**, on the other hand does not and it seems

this will be the end of **Luv'**.

1978: *U.O. Me* is **Luv'**'s breakthrough and reaches the number three spot in the Dutch charts. Not long after that both *You're The Greatest Lover* and *Trojan Horse* reach the number one spot. Both singles and the album *With Luv'* become platinum in the Netherlands.

1979: The singles *Casanova*, *Eeny Meeny Miny Moe* and *Yes, I Do* are released and become major chart toppers. The album *Lots Of Luv'* turns platinum. After only three years the band already releases its *Greatest Hits* album.

1980: The singles *Ann Maria*, *One More Little Kissie* and *My Number One* become major hits. But the fame and the hectic life they lead are becoming a strain for the girls. **Patty Brard** leaves the group and is replaced by **Ria Thielsch**. But the girls are tired and the end is near for the band.

1981 - 1992: Both **José** and **Patty** go solo and experience a short period of success. **José** has a number one hit with *I Will Follow Him* in 1982. In 1988 the girls are reunited for a charity show. In 1989 **Marga Scheide** with **Diana van Berlo** and British **Michelle Gold** record as **Luv'** a single called *Welcome To My Party*, which reaches number 22 in the Dutch charts. In 1993 the original line-up gets together one more time and a Mega Mix of their old hits is released.

2003: 25 years after **Luv'** first appeared on the scene, a double CD compilation called *25 Jaar Na Waldolala* is released.

TUESDAY, MARCH 29, 2005

Comment Luv' débute



Luv' in 1978: picture taken from the TV programme **Het is weer zo laat (Waldolala)** which was their breakthrough in Holland, just before their international career was launched.

In 1976, two famous Dutch music producers, **Hans Van Hemert** and **Piet Souer**, twenty years before the **Spice Girls** phenomenon, decided to form a girl group, inspired by the German disco trio “**Silver Convention**”. They had already recorded the music of a self penned composition (**My Man**) and were looking for singers. They recruited three lovely girls:

- the sweet **José Van Den Wijdeven-Hoebee**, born on March 29 1954 in Best (a village in the south of Holland). She rapidly became the lead singer of the band because of her beautiful voice, (“a gift from the Gods”). José actually started her career as a professional singer in the early 1970’s as a member of a family folk & country band, **Elongi**, formed with her sisters and produced by **Piet Souer** who suggested her to join **Luv’** later.

- the gorgeous **Marga Scheide**, who was a professional model and a cliché of what a Dutch woman was supposed to look like (tall, natural blonde hair, blue eyes), born on February 15 1954 in Amsterdam.

- the exotic **Patty Brard**, from Sorong (New Guinea), born on March 25

1955, who first applied for a job as a secretary by [Hans Van Hemert](#) who offered her something that couldn't be refused: a career in the show business.

[Luv'](#) was ready to conquer the pop charts.

FRIDAY, APRIL 01, 2005

Luv's inspiration: Silver Convention



When [Luv'](#)'s producers, [Hans van Hemert](#) and [Piet Souer](#), decided to form a girl trio, their main influence was [Silver Convention](#), a German act, whose disco oriented singles topped the charts all around the world between 1975 and 1978.

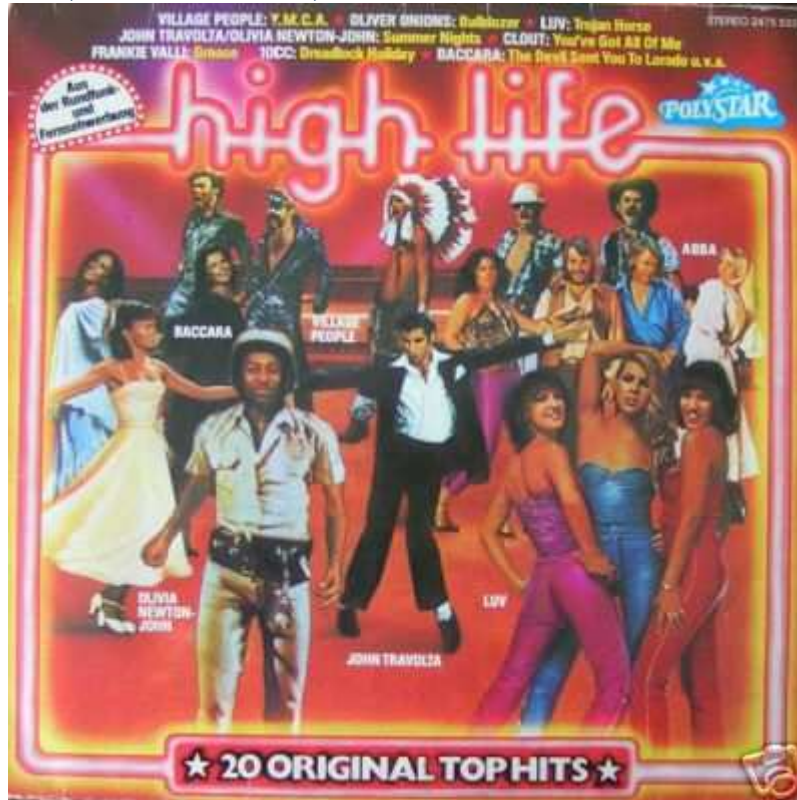
[Luv'](#)'s conceptors were attracted by the group's visual aspect. This Disco group was indeed composed by three handsome and very different women.

However, [Luv'](#)'s creators chose an other repertoire. [Van Hemert](#) and [Souer](#) considered [Silver Convention](#)'s tracks too instrumental and not focused enough on the vocal parts. Songs like "[Fly, Robin Fly](#)" (a US #1 hit single) or "[Get Up And Boogie](#)" (a US #2 hit single) were issued for clubs as 12" singles (also called "Disco Maxi Singles" with extended versions prepared specially for the Djs ; on these records the singers had only a few words to sing).

[Luv'](#)'s aim was to conquer the pop market rather than to please the

disco scene. That's why, its song writers produced radio friendly songs (around 3 minutes) in which the girls had more to sing.

SUNDAY, APRIL 03, 2005



As this record sleeve of a compilation album proves it, [Luv'](#) was a successful act in the late 1970's (among [Abba](#), [Village People](#), [Olivia Newton-John & John Travolta](#) and [Baccara](#))



[Luv'](#) receiving gold and platina records / [Luv'](#) recevant des disques d'or et de platine (1979)

MONDAY, APRIL 04, 2005

Waldolala: Luv's breakthrough in Holland



After the singles "*My Man*" (#12 in Holland and a Belgian Top 10 hit) and "*Dream Dream*" (a flop that didn't top the charts) were released in 1977, **Hans van Hemert** (one of Luv's producers) was asked by **VPRO** (a Dutch TV channel) to write a theme for a programme: "**Waldolala**". With the help from **Piet Souer**, he composed "*U.O.Me (Welcome To Waldolala)*" which was recorded by the girls. Moreover, **Luv'** appeared in this TV show. It became an instant hit in the Netherlands and Belgium (a Top 3 single in both countries) and meant their national breakthrough before their export success in German speaking countries, Denmark, South Africa and Mexico.

TUESDAY, APRIL 05, 2005



Luv' (from left to right): José Hoebee, Marga Scheide & Patty Brard

TUESDAY, APRIL 05, 2005

Luv': the impact in Holland



From 1977 to 1981, the "Dutch Charlie's Angels" had 11 chart toppers on the Single Top 40 and 4 big selling albums.

The "*You're the Greatest Lover*" and "*Trojan Horse*" singles (#1 hits) + the "*With Luv*" and "*Lots Of Luv*" albums reached the platinum status in Holland. Whereas, the "*True Luv*" and "*Forever Yours*" albums only gained the gold status.

Because of the trio's incredible success, other Dutch girls groups were launched in the late 70's and early 80's : **Babe, Dolly Dots, Doris D. & The Pins, Risqué, Snoopy, Mai Tai....**

Luv's winning formula to become a hit machine: uncomplicated English lyrics and a music composed by **Van Hemert** and **Souer** and inspired from Pop, Disco and Latin American sounds (**Abba** and **Boney M.** being the trio's main influences). Another important detail: a good manager (**Han Meijer** replaced later by **Pim Ter Linde**).

In **Luv's** recordings, **José's** voice was often used for the lead vocals (**Marga** and **Patty** were only the backup singers). But the question about who could sing or not seemed unimportant because the members names were not mentioned on the records sleeves.

THURSDAY, APRIL 07, 2005

Luv' International (1978 - 1981)



Luv' when they received the Conamus Export Prize for being Holland's best export act in 1979

After a promising first semester in 1978 due to **U.O.Me's** success in the Dutch and Belgian charts, things went better for **Luv'**. The next singles (***You're The Greatest Lover, Trojan Horse, Casanova...***) were big selling records abroad. Indeed, **Luv'** conquered the music charts in Germany, in Austria, in Switerzland, in Denmark, in South Africa, in Mexico, in Spain and in France.

At a time when export divisions were not as developed as they are

nowadays, **Luv'** was Holland's best export act. They received the prestigious Export award in 1979 (2, 5 million records sold between '77 and '79) from Conamus, a foundation dedicated to the promotion and support of Dutch music abroad.

They were especially appreciated in Germany (their "biggest" market) where they were often invited in two popular TV programmes: **Disco** and **Musikladen** (at this time, other celebrities such as **Abba**, **Amanda Lear**, **Boney M**, **Wham**, **Village People**, **The Jacksons**, **Sister Sledge**, **Chic** or **Blondie** also sang in these shows).

You're The Greatest Lover (which reached the gold status in Germany because 600 000 copies were sold in this country) was also used for the soundtrack of an episode of the **Derrick** series. Two decades later, a dance music oriented cover version of this track by **Loona** renamed "***Latino Lover***" was a hit single in German speaking countries (#6 in Germany, #9 in Austria and #6 in Switzerland in 2000).

Some tracks were even recorded in Spanish. ***Eres Mi Mejor Amante*** (a.k.a "***You're the Greatest Lover***") was a minor hit in Spain. "***Si, Que Si***" (a.k.a "***Ooh Yes I do***") was a #1 single in Mexico where it reached the gold status.

In the summer of 1979, the three pop princesses, their producers and their manager changed their strategy for better opportunities. They founded a limited company, "**Interluv' BV**", to improve their career. They chose a new publisher and a new record company (after a deal with **Philips/Phonogram**, they signed a one million Dutch Gulden contract with **Carrere**, a French label).

FRIDAY, APRIL 08, 2005

1980: Good Bye Patty! Welcome Ria!!!



Luv' in 1980: Ria Thielsch (left) replaced Patty Brard

After the "*One More Little Kissy*" single was released during the summer of 1980, **Patty Brard** (famous for her outrageous behaviour) suddenly left the band. One year before, she married **Ron Brandsteder**, who hosted a lot of Dutch TV shows. This marriage was a tragedy and **Patty** forgot **Ron** when she met **Carlo Nasi**, an Italian music producer who is one of the heirs of the **FIAT** empire. She followed her new lover to Los Angeles.

What would happen to **Luv'**? It was a critical moment because the trio had to promote their records and to make TV performances all over the world. Moreover, the girls had almost finished the recording sessions of their next album (**Forever Yours**).

Who would replace **Patty**?

At first, a boy (**Rick Luycks**) was chosen but this idea was rapidly forgotten. Finally, a model and limbo dancer from the "Ricardo and The Flames" revue, **Ria Thielsch** (born on August 25th 1951 in Manokwari, New Guinea) was recruited. It was a good choice because of her "exotic" charm. But the end of **Luv'** was near.....



Luv' in Paris (Champs Élysées), 1980



Luv' in Paris (Eiffel Tower) in 1980

TUESDAY, APRIL 12, 2005

1981 : The End of the Golden Years



Ria Thielsch (who replaced **Patty Brard** after she suddenly left the band) was officially introduced to the public when the "**My Number One**" single and the "**Forever Yours**" album were released at the fall of 1980. These records sold well in Holland and Belgium.

Then, **Luv'** was supposed to take part in the Yamaha Music Festival (officially known as the World Popular Song Festival and considered as the "Oriental Eurovision") in November 1980 with the song **Be My Lover Tonight**. The aim was to conquer Asia, the way the trio did it in Continental Europe, South Africa and Mexico. Instead of it, **Luv'** cancelled their participation to this competition and preferred to perform "**My Number One**" in the famous **Musikladen** TV show in Germany.

Some tensions within the group appeared. **Marga** suffered from burn-out and during the recording of **Popcorn** (a TV music programme), she fainted away.

In January 1981, the group decided to stop their live performances. In March, the girls and their team announced their break-up. They were

expected to sing at a **UNICEF** gala in Greece and to promote their records in Japan, Soviet Union and Australia.

Because the fans were so disappointed by this sudden stop, **Luv'** made a farewell performance in August 1981 in the **Nederland Muziekland** TV show on the **Veronica** channel by singing **Tingalingaling** (which was released as a single). This final broadcast was filmed at the **Efteling** theme park during **Hitkrant's Zomerspelen** (a summer multi-sport event with Dutch celebrities which was organized by **Hitkrant**, a teen magazine). Then a compilation album (**Good-Bye Luv'**) came out.

It was the end of the ladies international success story.

Luv' sold seven million records (singles and albums). Fortunately, this break-up didn't mean the end of the girls career....