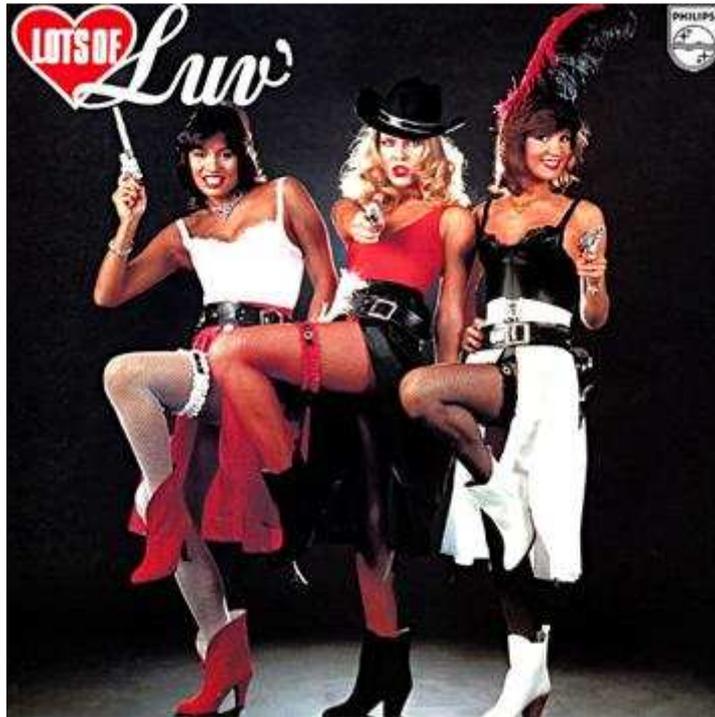


# 30th Anniversary of "Lots of Luv"

article posted on May 26th 2009



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





Japanese version of "Lots of Luv"