



ARTICLES Part 2

WEDNESDAY, APRIL 13, 2005



The original [Luv'](#) members : comeback (1993/1994)



Luv' members (1990-1992): Carina Lemoine, Marga Scheide and Diana Van Berlo



Luv' s line up (1989-1990), from left to right: Diana Van Berlo, Marga Scheide and Michelle Gold



Luv' original line-up (Patty, Marga and José) was briefly reunited in 1988 for a Dutch TV charity show

Luv' : Comebacks

In 1988, Patty, Marga and José were reunited for a Dutch TV charity show. The public was so enthusiastic that Luv' planned to record a comeback album. Even, Stock-Waterman-Aitken (famous for the hits they composed and produced for Kylie Minogue, Rick Astley, Dead or Alive, Sonya, Jason Donovan, Big Fun, Samantha Fox, Lonnie Gordon, Mel & Kim, Bananarama et Donna Summer) were said to produce this opus. Unfortunately, it never happened. Then, José and Patty didn't want to belong to the group anymore.

Marga seemed to be the only one to carry on. That's why, with two other singers, Diana van Berlo and Michelle Gold, she recorded as Luv' a single (*Welcome To My Party*) which reached the 22th position on the Dutch charts and the 28th position on the Flemish charts in the autumn of 1989. It was the only moderate hit of the "new" Luv'. Moreover, the trio was involved with other Dutch girl groups (Frizzle Sizzle, Mai Tai...) in the All Stars project to help Third World children with the *Star Maker* single.

In 1990, Michelle Gold was replaced by another vocalist, Carina Lemoine. During the Gulf War, Luv' performed in Dubai to support the Dutch troops. The formation disbanded in 1992.

Because of the 70's revival due to the success of the Abba or Boney M. compilations, the original Luv' girls got together and an anthology CD

(**Luv' Gold**) was released in 1993 and topped the Dutch album charts (peak position:#14). The ladies really took advantage of the disco nostalgia and went on tour in Holland, Belgium, Germany and Denmark. Then, what turned out to be their last album (**All You Need Luv'**) was released but it was far from being a hit. Later, the divas broke up again. 2003: to celebrate **Luv's** 25th anniversary, a double CD compilation (**25 Jaar Na Waldolala**) was released by **Universal Music Netherlands**. This Greatest Hits album contains interesting bonus tracks: spanish versions of four hit singles but also **José** and **Marga's** solo recordings.

FRIDAY, MAY 13, 2005

Luv' & Television



Among the mass media **José**, **Marga** and **Patty** used to seduce their public, **television** played a huge part in **Luv's** fame. At a time **MTV** and internet didn't exist and the link between music and image was not as strong as it is today, **Luv's** producers (**Van Hemert** and **Souer**) and managers (**Meijer** and later **Ter Linde**) immediately understood the power of TV.

Waldolala, a weekly TV show broadcast on **NCRV** (a Dutch TV Channel) in 1978, was **Luv's** national breakthrough in the Netherlands. At every episode, the public could listen to "**U.O.Me**", a song released as a single and composed specially for this show. This track became a Dutch and Flemish Top 5 hit.

The girls TV performances were carefully analysed by their fans because of the good opportunities they offered to watch their latest costumes, haircuts, make-up and choreographies. These shows not only attracted their fans but also average teenagers (who liked their cool attitude), family mothers (who appreciated the image of "Holland's sweethearts") and fathers (who liked their "visual" aspect).

In the Netherlands, during its glory years, the girl group was frequently invited in popular TV shows such as **Toppop** or **Showbizzquizz**.

The ladies even had the chance to record three TV specials: **All You Need Is Luv'** (November 1978 on **TROS**, a Dutch channel), **Lots Of Luv'** (May 1979 on **TROS**), and **This Is True Luv'** (March 1980 on **NCRV**).

Luv' also performed abroad. For example, in Germany, the group sang regularly in famous shows such as **Musikladen** or **Disco** where the pop princesses could be seen besides **Abba**, **Bonnie Tyler**, **Amanda Lear**, **Boney M**, **Sheila & B. Devotion**, **Blondie**, **Tina Turner**, **Village People**, **Karen Cheryl**, **Patrick Hernandez**, **The Police**, **Kool & The Gang**, **Rod Stewart**, **Marianne Faithfull** and **Andy Gibb**.

In 1985, **Marga** and **José** played respectively the role of **Carabosse** and **Snow White** in **Abbacadabra**, a TV musical based on Dutch versions of **Abba** songs.

Three years later, **Patty**, **Marga** and **José** chose a Dutch charity TV show (**Samen**) to be briefly reunited. They were the main attraction of this program and their performance made the public and the national media so enthusiastic that a comeback album produced by **Stock-Waterman-Aitken** (producers of **Kylie Minogue**) was expected to be released. Unfortunately, **Patty** and **José** refused to join **Luv'** again and this long awaited album was never recorded.

Then, **Marga** decided to reform the group with two other vocalists and continued to consider television as the main element of **Luv'**'s media planning. The "new **Luv'**" made two TV specials in exotic places, one in Sri Lanka and the other one in Thailand.

In 1993, a dream came true: the original **Luv'** members got together and of course included television in their strategy to promote a compilation (**Luv' Gold**). A beautiful panorama in the Caribbean Sea (sunny beaches, palm trees...) was used for a TV special recorded in the British Virgin Islands and broadcast on **Veronica** in July 1993.

Among the **Luv'** girls, **Patty Brard** is the one who really takes advantage of television. Since 1983, she has hosted a lot of TV shows (**Bananasplit**, **San Remo Festival**, **Gaat met die banaan**, **Hart van de stad**, **Onder de B van Brard**, **Brard gaat extreem**, **Patty gaat extreem**, **Absolutely Patty**, **Big Brother The Battle**, **Patty's Posse**, **Patty's Fort**, **Pat's Life**). Last autumn, it was **José's** turn to host a TV programme: a music talent show (**Tijd Voor Muziek**) on a local channel (**VSM TV**).

Recently, a **TROS** program (**Voor Alle Fans**) has been a good

opportunity to watch archives about **Luv'**'s performances filmed initially between the late 70's and the early 90's.

Some of these images will be put on a Luv' DVD which will be released before the end of the year.

MONDAY, JUNE 13, 2005

Behind the curtain: Luv's business



Luv' signing a contract with Arcade Records for the release of the **Luv' Gold** compilation in 1993.

The fact that a pop act like **Luv'** conquered the charts in Benelux, in German speaking countries, in Denmark, in Mexico and South Africa may be described as a lucky situation.

Actually, behind the curtain, **Luv'**'s producer (**Van Hemert & Souer**) and managers (**Meijer & Ter Linde**), planned an effective strategy to become Holland's biggest hit machine between 1978 and 1980.

They were inspired by **Abba**'s example which created their own company (**Polar**) and which signed deals with different record companies in every territory. That's how they could control the distribution of their records to plan their strategy in every country.

In Continental European countries, **Luv'** had a contract with **Phonogram** (part of **PolyGram**, the music division of **Philips** at this time) from 1977 to 1979. During this first phase of its career, the trio scored big hits like ***U.O.Me, You're The Greatest Lover"***, ***Trojan Horse, Casanova*** and ***Eeny Meeny Miny Moe*** and had two big selling albums (***With Luv'*** and ***Lots Of Luv'***).

Afterwards, the band signed a million Dutch florin record deal with **Carrere Records**, a French label, which distributed between 1979 and 1981 successful singles like ***Ooh Yes I Do, Ann-Maria, One More Little Kissie*** , ***My Number One*** and ***Tingalingaling*** but also two studio

albums (**True Luv'** and **Forever Yours**).

Meanwhile, **Luv'** had a deal with **Privat Stock** in the UK and with **WEA** for the Japanese market. However, the group didn't have any hit singles in these countries.

As they changed their label, the girls also changed their publishing company (which controlled the copyright of their songs). Their first publisher was **Banananas Music** during their **Phonogram** years and their second one was **Roba Musik Verlag** during their **Carrere** periode.

With this complicated strategy, **Luv'** s records were also released in exotic countries such as Australia, New Zealand, Equador, Argentina, Zimbabwe, China, South Africa and Mexico (In Zapata's land where their discs were marketed by the **Discos Musart** label, the trio had a #1 Hit and a gold record with **Si, Que Si**, the Spanish version of **Ooh Yes I Do**). In 1979, the three singers, their producers and their manager founded a limited company (**Interluv'/Luv' B.V**) to control every aspect of their career.

After **Patty Brard** had left the band in August 1980, she sued **Luv' BV** to get 400000 Dutch florins and she won the lawsuit.

In 1981, the beautiful saga of **Luv'** ended. Holland's sweethearts were rewarded by good sales (more than 7 million records sold, which is excellent for a group from a small country like the Netherlands) and an **Export Prize** (for being Holland's best export act in 1979).

During the 80's, they were trials between the artists, the producers and the record company about amounts of money that were forgotten to be paid to **José**, **Marga** and **Patty**. It lasted years to find a compromise.

When **Marga** decided to form a new **Luv'** band with two new members and without the original producers, she signed a deal with **High Fashion Records/Dureco** to release a mini-album (**For You** which included the minor hit, **Welcome To My Party**) and later another contract with **RCA/BMG** for the "**Sincerely Yours**" album.

In 1993, when the original line-up was reunited, the Dutch pop princesses had a new deal with **Arcade Records** for the release of the **Luv' Gold** compilation which topped the album charts in Holland.

Then, they recorded their last studio album (**All You Need Is Luv'**), issued by an independent label (**Roman Disc**) and only available in **Kruidvat**, a Dutch chain of dughtores.

Nowadays, the majority of the songs of **Luv'**s golden years (1977-1981) belongs to the back catalogue of the **Hans van Hemert Productions** and **Universal Music Netherlands** which released compilations (the most interesting is "**25 Jaar Na Waldolala**", a double cd with bonus tracks issued in 2003).

TUESDAY, MARCH 28, 2006

Flashback: Luv' : Viva Germania!!!!



In the late 1970's/early 1980's, Germany was Luv's greatest export market.

1978, 1979 and 1980 were indeed three fabulous years for the ladies in Goethe's country.

* Hans Van Hemert and Piet Souer (Luv's fathers) were inspired by a German disco girl group "Silver Convention" (which scored worldwide hits such as "Save Me" ('74), "Fly, Robin Fly"('75) and "Get Up And Boogie"('76).

* If you consider the charts positions in Germany, the group had **eight hit singles** and **two big selling albums** (source: Musikmarkt/Media Control) on the charts.

* The Luv' logo was different in the Netherlands and in Germany. The Dutch subsidiaries of Philips and Carrere Records chose a heart-shaped logo whereas the German subsidiaries preferred a "neutral" one.

* Luv' became a household name when it was often invited in major TV shows such as "Musikladen" and "Disco".

* During their brief heyday in "Deutschland", the pop princesses performed in bigger and more prestigious venues than in their homeland. They were chauffeured in limousines with "Luv" flags on them. A real VIP treatment!!! This is what José told in some interviews.

* The three singers were often interviewed by mags devoted to teenagers (like Bravo magazine).

* "You're The Greatest Lover" was certified by a **gold single** (600 000 units sold in the Federal Republic). In 1979, this track was included in the soundtrack of an episode of **Derrick** (Germany's most popular TV crime series ever). Nowadays, it's available in "disco/70's music" oriented CD compilations and can be downloaded as ringtones for mobilephones.

* The girls had a cameo role in a 1979 German B-Movie (**Cola, Candy, Chocolate**) in which they performed *Trojan Horse*, one of their big chart topper.

* Several German acts recorded cover versions of **Luv's** hits:

- In 1999, **Kristina Bach** sang a Schlager version of *The Greatest Lover* (*Hey, ich such hier nicht den grössten Lover*).

- In 2000, **Loona** had a Top 10 Hit with "*Latino Lover*" (a Dance cover version of *The Greatest Lover*) in German speaking countries. **250 000 units** of this single were sold only in the homeland of Mercedes Benz and Volkswagen.

- A female trio called "**Luv Connection**" simply copied the **Luv'** concept and released a 2003 version of *Trojan Horse*.

- An obscure rave/techno band "**Massive In Mensch**" proposed an unexpected electro version of "*The Greatest Lover*" in 2004.

* Last but not least: In a list about the "**most popular pop bands ever**", the divas reached the **65th** position. This list was conceived for "**Die ultimative Charts Show**" (a TV programme broadcasted on the **RTL Channel**) with charts datas compiled by **Musikmarkt/Mediacontrol**.