

Summer of '79: clouds on the horizon

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30 years ago, **Luv'** experienced particular career moves. On the surface, the girls' career was brilliant. The amazing success of "**U.O.Me**", "**You're the Greatest lover**" and "**Trojan Horse**" made the trio be the hottest hitmachine of Dutch pop in late 1978/early 1979. They collected gold and platinum awards from their homeland and the European neighbouring territories.

As their single "**Casanova**" and their "**Lots of Luv'**" LP scored well in the charts of Benelux, German speaking countries and Denmark, their producer **Hans van Hemert** wasn't satisfied with **Phonogram records** accused of "not doing their best to promote the girl group abroad". No wonder that the maestro (who made **Mouth & MacNeal** and **Luv'** great export acts) was disappointed and wanted to leave the label.

De Telegraaf (Holland's most popular daily newspaper) covered this "divorce" between Hans and the major company (**De Telegraaf** article published on July 7th 1979).

This separation would of course have an effect on **Luv'**'s destiny. The girls and their Pygmalion were under contract with **Phonogram** until October 1st 1979. Soon after, they signed a 750.000 Guilder deal with **CNR/Carrere**. However, **Hans** told me in his interview last December and in a recent email that he never received this amount as the label could withdraw from the deal as soon as there were changes in the original line-up. Because **Patty** later left the group, it killed the deal.

As **Luv'** was having troubles with **Phonogram**, they created with manager **Pim ter Linde** a limited company (**InterLUV' B.V**) to control every aspect of their career. **Hans** has recently told me that it was an illegal action that the tax authorities blamed on him. Because of it, he lost (almost) everything.

Special thanks to **Hans van Hemert** to make this article possible.