

Sugababes - Sweet 7 (2010)

Wpisany przez bluelover

Piątek, 05 Luty 2010 15:43 - Zmieniony Niedziela, 13 Sierpień 2017 19:03

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- 01 - *Get Sexy*
- 02 - *Wear My Kiss*
- 03 - *About A Girl*
- 04 - *Wait For You*
- 05 - *Thank You For The Heartbreak*
- 06 - *Miss Everything (ft. Sean Kingston)*
- 07 - *She's A Mess*
- 08 - *Give It To Me Now*
- 09 - *Crash & Burn*
- 10 - *No More You*
- 11 - *Sweet & Amazing*
- 12 - *Little Miss Perfect*

Apparently, there's no such thing as bad publicity. But try telling that to the Sugababes, who faced a cruel backlash following the departure last year of founding member Keisha Buchanan and the appointment of Eurovision star Jade Ewen. With postponed seventh album, *Sweet 7*, finally available, it's interesting to see if the group's charm can transcend their personnel issues.

Sixth album *Catfights and Spotlights* dangerously, but admirably, shied away from the electro explosion with outstanding results. Unfortunately, its results in a commercial context didn't correlate, which may explain this release's total 180-degree turn and hopping aboard the RedOne bandwagon, one that's served Lady Gaga so well. Unfortunately, the upshot is style over substance in a display of nonspecific electro-pop as clichéd as the aforementioned adage itself.

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It's hard to imagine, even if Buchanan were still present, that Sweet 7 would sound any less generic. It's not her departure that's to blame for the lack of identity here; it's the serious vocoder abuse, uninspired production and the stream of Americanisms. And any opportunities for Ewen to make her mark are few and far between, her gale-force chops heavily obscured by such torrential overproduction. It's only because it hangs doggedly onto the Sugababes brand that it's not entirely devoid of anonymity.

There are certainly a few glimmers of brilliance – Wear My Kiss boasts a hook evocative of the instantaneous splendour of Hole in the Head, while Amelle Berrabah's unashamed attitude saves She's a Mess. Elsewhere, there are reminders that any venture the 'Babes take into ballad territory is largely triumphant, via the unpretentious Little Miss Perfect and the Ryan Tedder-esque Crash and Burn.

But chiefly, Sweet 7 doesn't sell the Sugababes as individuals or as a brand. Perhaps it's unfair to expect great things at this stage – a chance to gel and re-establish their ideals might bear a far more appealing fruit in the form of album eight. It's just a shame that in such an overt attempt to make an album that's so intrinsically of the moment, the Sugababes' own moment seems to have sadly passed. ---Al Fox, BBC Review

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