

= Phresh Out the Runway =

" Phresh Out the Runway " (also known as " Fresh Off the Runway ") is a song recorded by Barbadian recording artist Rihanna for her seventh studio album Unapologetic (2012) . It was co-written by Rihanna with French disc jockey David Guetta , Giorgio Tuinfort and Terius Nash . It is the first time that Rihanna and Guetta had collaborated since " Who 's That Chick ? " , released in November 2010 . " Phresh Out the Runway " is a hip hop and rave song that contains heavy synthesizers and bass . Lyrically , Rihanna explains how if any of her crew does not respect her , they should no longer remain with her .

" Phresh Out the Runway " received positive reviews from music critics ; most of them praised the composition , production and how Rihanna interpreted the song . However , the lyrics were subjected to criticism . Rihanna performed the track at the Victoria 's Secret Fashion Show on November 7 , 2012 , along with the album 's lead single , " Diamonds " . " Phresh Out the Runway " was included on the set list of the 777 Tour promotional tour and the Diamonds World Tour . Upon the release of Unapologetic , the song debuted at number 35 on the UK R & B Chart and 177 on the UK Singles Chart . It also debuted on the US R & B Songs chart at number 21 .

= = Background and production = =

Rihanna began " working on the new sound " for her seventh studio album in March 2012 , even though she had not yet begun recording . On September 12 , 2012 , Def Jam France announced via Twitter that Rihanna would release a new single the upcoming week while her seventh studio album is scheduled to be released in November 2012 . However , the tweet was shortly deleted and replaced with another clarifying that " more information will be made available tomorrow , Thursday , September 13 " . Via her official Twitter account , Rihanna posted series of " teasing " tweets announcing her seventh studio album .

On November 6 , 2012 , Rihanna revealed that there would be " another secret collab " on the album . She hinted at the identity : " Guess who is featured on the # 7th song on # Unapologetic , Hint : his birthday is tomorrow November # 7th . " In a followed tweet , she explicitly revealed that the secret artist is the French disk jockey David Guetta and announced that he produced " Phresh Out the Runway " along with " Right Now " for her seventh studio album Unapologetic . Rihanna and Guetta have previously collaborated on " Who 's That Chick ? " (2010) , which is included in the re-release of his second studio album One Love (2009) , entitled One More Love (2010) .

" Phresh Out the Runway " was co-written by Rihanna herself , Terius Nash and Giorgio Tuinfort . Production of the song was helmed by Guetta , Tuinfort as well as Nash under his production name Terius Nash . Josh Campbell engineered the song , with assistance from Joel Peters at SARM Studios in London . Rihanna 's vocals were recorded by Marcos Tovar and Kuk Harrell at R Studios in Los Angeles , California ; Harrell also handled production of Rihanna 's vocals . All instrumentation and programming was carried out by Guetta , Tuinfort and Nash . The song was finally mixed by Jaycen Joshua at SARM Studios and Metropolis Studios in London .

= = Composition and lyrical interpretation = =

" Phresh Out the Runway " is a hip hop and rave song , with a duration of three minutes and forty-two seconds . Jon Caramanica of The New York Times noted that the song 's composition is a " chaotic dense spray of boasts over a muscular , scraping beat " . Brad Stern of MTV Buzzworthy labeled the song as " noisy , trap-tastic twerker " that is reminiscent of Rihanna 's 2012 single " Birthday Cake " and according to him , contains blazin ' beats , brags aplenty , nasty unapologetic attitude . Alexis Petridis of The Guardian noted that " Phresh Out the Runway " is an aggregation of " distorted " synthesizers derived from Joey Beltram 's 1990 record " Mentasm " " until it sounds weird and disorientating " . The Boston Globe 's James Reed labeled " Phresh Out the Runway " as a club banger containing a heavy bass " that rumbles more in your chest instead of rattling your feet

. " Alex Macpherson of Fact wrote that on the song " Rihanna sprays declamations like machine gun fire over what could pass for a lost early ? 90s Prodigy rave anthem . " The lyrical content of " Phresh Out the Runway " revolves around Rihanna explaining how if any of her crew does not respect her , then she should no longer remain with her , singing : " How could you be so hood , but you 're so fuckin ' pop ? / How could you be so fun and sound like you 're selling rocks ? " . On the song , Rihanna sounds " indignant " and " impressed " with being herself and proclaims : " Walk up in this bitch like I own the ho " .

= = Critical reception = =

" Phresh Out the Runway " received positive reviews from most music critics . Dan Martin for NME commented , " French overlord of the genre , David Guetta , is present , and his contributions on tracks like the opener ' Phresh Out the Runway ' are largely box @-@ ticking exercises to illustrate Rihanna ? s commitment to making loads of money , but they ? re at least subtle . " Chris Youine for 4Music concluded that there is not doubt that the song is bold , brash and unapologetic opener of the album . Nathan S. for DJ Booth wrote that the song " finds Rihanna on the verge of just straight out rhyming " ; according to him her rhyming is pretty well . Esquire 's Miles Raymer commented that Rihanna is party girl and because of that every of her albums has one song with you can get crazy ; according to Raymer in this case is " Phresh Out the Runway " which if it is played in proper volume it can be " handbanging " .

Greg Kot for Chicago Tribune concluded that the song together with " Jump " and " Pour It Up " celebrates " live @-@ for @-@ the @-@ moment hedonism " . Smokey Fontaine for The Huffington Post called it a " loud " and " as @-@ curse filled " for it can capture the album 's title and reminds the parents that Rihanna 's music is not yet for their kids . Bernard Perusse for The Montreal Gazette criticized the song and called it a " robotic whomp and f @-@ bomb shtick " , that rapidly creates " a melody @-@ free , pedestrian turf " . Pitchfork Media 's Jessica Hopper wrote that " ' Phresh Out the Runway ' is capitalist braggadocio (nonsense grade) so static it borders on unmusical . " Sarah H. Grant of Consequence of Sound called both " Right Now " and " Phresh Out the Runway " " texturally layered " , but " lyrically barren " .

= = Live performances and usage in media = =

Rihanna performed " Phresh Out the Runway " for the first time at the Victoria 's Secret Fashion Show alongside " Diamonds " , on November 7 , 2012 . During the performance she wore a pink sheer lingerie . The show aired on December 4 , 2012 on CBS . During the seven days prior to the release of the album , Rihanna embarked on the 777 Tour , a seven @-@ date promotional tour where she performed seven concerts in seven different cities in seven different countries across North America and Europe . " Phresh Out the Runway " was included on the set list at the first concert in Mexico City , at the second concert in Toronto . Rihanna performed the song again at the third concert in Stockholm . Jack Rosenthal for Rolling Stone commented that performing the song appeared to be an " uphill climb " for Rihanna during the first two dates in Mexico City and Toronto , but felt that she looked more comfortable performing on the third date in Stockholm , writing " she sings it looking over her shoulder , a breezy afterthought . " She also included the song in her setlist for her Diamonds World Tour .

" Phresh Out the Runway " was featured at the end of the season three eighth episode of the American police procedural drama TV series , Hawaii Five @-@ 0 .

= = Credits and personnel = =

Recording

Recorded at SARM Studios , Notting Hill , London , UK ; R Studios , Los Angeles , California ; Metropolis Studios , London , UK .

Mixed at Larrabee Recording Studios , Burbank , California .

Personnel

Credits adapted from the liner notes of Unapologetic , Def Jam Recordings , SRP Records .

= = Charts = =

Upon the release of Unapologetic , " Phresh Out the Runway " debuted on the UK R & B Chart at number 35 on November 25 , 2012 . It debuted on the UK Singles Chart at number 177 . The song debuted at number 21 on the US R & B Songs chart for the issue dated December 22 , 2012 , and peaked at number 46 on the R & B / Hip @-@ hop Digital Songs chart on December 3 , 2010 .