

= Strip Me =

Strip Me is the third studio album by British singer @-@ songwriter Natasha Bedingfield . Originally due for release on 9 November 2010 , the album 's release was pushed back to 7 December 2010 on Phonogenic Records . " Touch " was released as the first single from the album on 18 May 2010 , while the title track title song was released as the second single on 31 August 2010 .

Neither of the album 's singles were particularly successful on the US Billboard charts , although the album 's title song enjoyed some success on the adult contemporary format , where it peaked at number twenty @-@ three . Critical response to the album was generally mixed , with critics praising Strip Me 's polished production , but stating that Bedingfield failed to deliver anything different or outstanding . The album debuted at number 103 with 10 @,@ 000 copies sold , a significant drop compared to her previous album , which debuted at number three , and sold five times as many copies .

In Europe , Strip Me was released in May 2011 under the title Strip Me Away , with more colorful artwork and an expanded list of tracks .

= = Background and production = =

Bedingfield finished recording the album in July 2010 . The project 's title was unveiled through Bedingfield 's official Twitter page on 15 July 2010 . She described the album as " be [ing] the next level from what I 've already done It 's just more vibrant and exciting . And I can 't wait for people to hear it . " In an interview with Billboard , Bedingfield said :

" I 've titled the album Strip Me because its about stripping down who we are as humans . We 're united about our needs , our desires and our pain , all the different things we go through together . Strip Me felt like it explains what the songs are about more than any other title I could think of . So it has a double meaning , but I think people kind of know me enough to know what I mean by it .

The thirteen @-@ track standard edition , the twenty @-@ one track deluxe edition and pre @-@ order bonus track editions of the album were compiled from more than 50 songs which Bedingfield had written since touring . In an interview with PopEater she said " I 've been touring for so many years now that I wrote with my live gigs in mind . I wanted to write anthems that people could sing along to ? things that were still personal , but definitely trying to find the best way to connect with people . " On the album she worked with Andreas Kleerup , John Hill , Wyclef Jean , Salaam Remi , Ryan Tedder , Jonas Myrin , Eg White and Sia Furler . None of the songs worked on with Jean , Remi or Furler made the final track listing , although all of the songs on the final track list were co @-@ written by Bedingfield . Additionally Idolator revealed that Bedingfield had recorded a Ne @-@ Yo @-@ assisted duet titled " The Little Things " , which was produced by StarGate , though it was not included on the final pressing either . Bedingfield told fans in December 2010 , via a recorded video message , that the album could be released elsewhere in the world later on but for the near present she was focusing on America .

= = Promotion = =

Bedingfield 's label , Epic Records , outlined plans for the artist to tour in the second half of 2010 , in support of the album . However in September 2010 , Billboard revealed that Bedingfield 's tour plans were shifted back into 2011 though no dates were confirmed . Additionally , the singer announced " Touch " will be used in TV commercials for NIVEA skin care . Album track " Can 't Fall Down " was exclusively streamed via Billboard 's official website on 3 December 2010 . Meanwhile another song from the album , " Weightless " , was made available to stream on E ! Online 's website . Bedingfield promoted the album with performances of the album 's title song on The Today Show on 7 December , LIVE ! with Regis and Kelly on 8 December , The Tonight Show with Jay Leno on 9 December 2010 as well as appearances on Chelsea Lately and Rachel Ray . She was also announced on the line @-@ up for Dick Clark 's New Year 's Rockin ' Eve concert hosted by Ryan Seacrest . According to AOL online , Bedingfield also signed a promotion deal with Hotel Indigo

which would see cross promotion of the hotel chain and album . In January 2011 , Bedingfield was invited to the head offices of Rolling Stone magazine , where she performed " Pocketful of Sunshine " , " Soulmate " and " Strip Me " . To promote the album , Bedingfield announced her Less is More Tour , which began on 5 June and included 29 US cities . The deluxe version of Strip Me subsequently featured several audio and video recordings from the Less is More Tour dates .

Both " Strip Me " and " A Little Too Much " became official theme songs for recent films Morning Glory and Something Borrowed respectively , being featured in both the trailers and in the films ' ending credits . " Neon Lights " was featured in the ending credits of the 2011 film What 's Your Number ? .

= = = Singles = = =

" Touch " was unveiled as the album 's lead single . The up @-@ tempo song was written by Bedingfield , Julien Bunetta and Steve Kipner , and produced by Bunetta and Kipner , It was released to the iTunes Store on 18 May 2010 . Additionally it was sent to US Mainstream radio stations on 29 June 2010 . The song peaked on the Canadian Hot 100 at number sixty . However , it was later declared a buzz single by Bedingfield 's official website and the album 's title track revealed as the replacement lead single . " Strip Me " was released to Mainstream radio stations on 31 August 2010 and digital download on 21 September 2010 . " Strip Me " was moderately more successful , reaching number sixty @-@ five in Canada and number ninety @-@ one on the Billboard Hot 100 .

= = Reception = =

= = = Critical response = = =

Strip Me received mixed to positive reviews from music critics . At Metacritic , which assigns a normalized rating out of 100 to reviews from mainstream critics , the album received an average score of 60 , which indicates " mixed or average reviews " , based on 4 reviews . Mikael Wood of Entertainment Weekly gave Strip Me a C rating and wrote that it " plays like one long , increasingly desperate pep talk . The only breather ? ' Unexpected Hero , ' a lovely late @-@ Beatles @-@ style ballad . " AllMusic editor Stephen Thomas Erlewine noted the album for " retaining [the] same blend of well @-@ manicured R & B and European sophistication " of Bedingfield 's debut album and commented that she " plays it exceptionally safe , to the extent that she even tones down the self @-@ empowerment of her first two records , preferring pristine blue @-@ eyed soul and adult contemporary ballads , all tailored for an aspirational upscale lifestyle " . Slant magazine 's Jonathon Keefe found it " single @-@ minded in its uplifting , inspirational tone " , writing in conclusion that " Bedingfield uses her powerful voice to oversing most of her material , making Strip Me feel like even more of a sermon . It may not be the year 's worst pop album , but it might just be the most exhausting and heavy @-@ handed . "

= = = Chart performance = = =

Strip Me was originally due to be released on 9 November 2010 ; however , it was pushed back to 7 December 2010 . It is Bedingfield 's third album to be released in the United States and Canada and the second release by Bedingfield to be released exclusively in these territories , following in the footsteps of 2008 's Pocketful of Sunshine . On 16 December 2010 , the album made its US Billboard 200 chart debut at number 103 , having sold just under 10 @,@ 000 copies . It was a significant decline compared to Pocketful of Sunshine (2008) , which debuted at number three having sold 50 @,@ 000 copies . It remained in the Top 200 for just its opening week ; however , it re @-@ appeared in 2011 , on 15 January , at number 157 .

= = Track listing = =

= = = Strip Me = = =

= = = Strip Me Away = = =

In international territories , Strip Me was released under the title Strip Me Away , with an amended track listing .

Sample credits

" All I Need " contains samples and excerpts from " Let It Rock " by Kevin Rudolf .

= = Personnel = =

Taken from Barnes & Noble .

Performance credits

Technical credits

= = Charts = =

= = Release history = =