

= You 're Not the One =

" You 're Not the One " is a song by American recording artist Sky Ferreira from her debut studio album *Night Time , My Time* (2013) . Released on September 24 , 2013 by Capitol Records , it served as the album 's lead single . The song was written and produced by Ariel Rechtshaid and Justin Raisen , with additional songwriting provided by Ferreira and Daniel Nigro . It is styled in indie rock and electropop , while its lyrics portray a relationship in which there is not enough mutual interest .

Contemporary music critics provided positive reviews for " You 're Not the One " , selecting it as a standout from its parent album and highlighting its overall sound . Grant Singer directed a music video for the track , which was released in September 2013 . It follows the relationship between Ferreira and a possible love interest , interspersed with shots of her dancing in front of lasers . The song has been performed by Ferreira on several live events , some of which were television shows .

= = Background = =

" You 're Not the One " was written in 2012 , at a time when ? according to Ferreira ? she " was in a different headspace " . " I had been dating someone for three years , since I was 17 , and that person guarded me from everything " , she said . Ferreira explained that her life was essentially limited to modelling , crafting songs and " watch [ing] TV " , which resulted in her not having a " chance to discover [her] self . "

The track was recorded in 2013 by Ariel Rechtshaid , at the Heavy Duty Studios in Los Angeles . Rechtshaid and Justin Raisen produced the track , contributed towards its instrumentation and provided background vocals for the song . The two played the keyboard while they were accompanied by Daniel Nigro when playing the electric guitar ; Rechtshaid played the bass and Garrett Ray helmed the drums . During post @-@ production , David Schiffman mixed the song and Emily Lazar mastered it .

During a July 2013 interview with *Glamour* , Ferreira announced that the track would serve as the lead single from an upcoming extended play ? which ultimately became her debut album *Night Time , My Time* . The single cover for " You 're Not the One " was revealed on September 9 , 2013 , and the song itself was released 15 days later , on September 24 . An official remix of the track by producer Cid Rim was released online in March 2014 ; a commercial release of that remix , packaged with three others in a digital EP format , followed in June . The *Blood Diamonds* Remix version of the song was featured in Jimmy Choo 's commercial for *Illicit* fragrance .

= = Composition = =

" You 're Not the One " displays a fusion of pop and indie rock styles while incorporating electropop as well . Ferreira stated that she conceptualized the track as a " super @-@ poppy version " of David Bowie 's eleventh studio album *Low* (1977) ; she was told that the song itself resembles the works of singer @-@ songwriter Siouxsie Sioux . Its instrumentation is marked by the mixture of pounding , " crude " percussion and electric guitar riffs , accompanied with " tinny six @-@ stringer scrapes " . Annie Zaleski of *The A.V. Club* described its sonority as having " gothic overtones " and being a " homage " to the " late @-@ 80s " works of band *The Cure* .

The songs ' lyrics were written by Ferreira , Rechtshaid , Raisen and Nigro ; they depict a relationship in which two love partners do not express sufficient mutual interest , due to the fact that they do not pursue each other . The *Washington Post* 's Lavanya Ramanathan dubbed the song a " breakup tune " and wrote that in it , Ferreira embodies a teenager with " guy problems " . For *CMJ* , Brooke Segarra billed the track as a " sexually assertive " number and interpreted the song 's lyrical theme as listing the " mistakes and shortcomings " that come " with sex " . Elias Leight of the *PopMatters* website wrote that a recurring theme in the album ? also represented in " You 're Not the One " ? is Ferreira 's " rejection of the opposite sex " .

The song 's official remix , produced by Cid Rim , removes the " pop rock " edge of the song in favor of an electronica and hip hop @-@ influenced sound . In this version , the verses display handclaps underneath Ferreira 's vocals , which are more pitched than in the original and " cut up " as well . Carl Williott of Idolator billed it as " an intriguing listen " .

= = Critical reception = =

" You 're Not the One " received positive feedback from contemporary music critics . Heather Phares of AllMusic selected the song as one of Night Time , My Time 's stronger tracks , as did Digital Spy 's Lewis Corner ; the latter elaborated that it " continues the premise that [Ferreira] has finally emerged as an artist who knows what she wants " . Bryant Kitching from Consequence of Sound deemed it a musical highlight from the album . Comparing the song 's guitar @-@ led opening to " Johnny Marr on a sugar rush " , he also called it the album 's " most rewarding moment " . Writing for magazine Spin , Marc Hogan echoed praise for the song ? he described it as " impressively catchy and emotionally communicative " and also said it was " the type of track that might inspire a label to green @-@ light ? finally ? her debut album " . musicOMH 's Nina Bertok highlighted the song 's mixture of genres and catchiness , and also praised the " killer " chorus . The staff of The Guardian listed " You 're Not the One " as the eighteenth best track of 2013 , whereas Melissa Locker of Time , who made a similar list , included the song as the nineteenth best of that year .

= = Music video = =

The official music video for " You 're Not the One " was directed by Grant Singer , and written and co @-@ produced by V magazine senior editor Patrik Sandberg . Ferreira announced plans to shoot a visual for the track in July 2013 , and stated that Singer would direct it . According to Singer , the video took nine months to craft ; it was originally supposed to be filmed in Berlin so it had a " Christiane F. vibe " , however this did not occur due to unknown reasons . Sandberg suggested the twist ending and the use of an ice pick , which he thought should be used as a " narrative tool " instead of just a prop . Singer described the overall video as " sinister and pop " . The video was filmed at The Lash , a nightclub in Los Angeles , where Ferreira is seen dancing in front of multicolored lasers .

The video begins with Ferreira walking towards a blue projector screen , wearing black sunglasses , a black jacket and a transparent , fishnet @-@ pattern top . Ferreira stops and removes the jacket slowly as a group of voyeurs observes her . During her act , she continuously looks towards a man with shades and long hair , who sips a drink while watching Ferreira . Outside the nightclub , she is seen again with that man ? her apparent love interest ? as they kiss each other and involve themselves physically . They reencounter in a black room where Ferreira sticks an ice pick on his face ; in response , he slaps her , to which she smiles and they start kissing again . After they reenter the nightclub , another man kisses her , while her love interest looks surprised . The latter walks away and finds a woman with whom he starts dancing and kissing , much to Ferreira 's sadness . The next morning , she wakes up in a grass field with red marks on her face while holding the ice pick , which is now covered in blood . In a different setting , the man , who is lying on a bed , sees his stomach cut with the word " not " , dripping blood as well . Spin 's Marc Hogan found the video too " focused on Ferreira 's model " abilities to " complement the song effectively " .

= = Live performances = =

Ferreira had already been performing " You 're Not the One " before its formal release ? at her concert on the last day of the 2013 Pitchfork Music Festival , she sung it as the ninth track of her setlist . After the song 's digital release , she promoted it on television shows and radio lounges . On November 26 , 2013 she sung the track during an appearance on The Late Show with David Letterman , where she wore " opaque black sunglasses " and a black blazer over a " sheer top " .

Ferreira , who opened the American leg of Miley Cyrus ' Bangerz Tour , included the song in her setlist for those concerts . On February 27 , 2014 ? as she was on an interruption from the tour ? Ferreira performed the song on Jimmy Kimmel Live . Dressed in a leather jacket , shades and with her hair wet , she was praised by Ben Kaye from Consequence of Sound for her " dazzling rendition " of the song . " You 're Not the One " was later performed on March 12 of that year on a BBC Radio 1 session .

= = Track listing = =

Digital download

" You 're Not the One " ? 3 : 55

Remixes EP

" You 're Not the One " (Little Daylight Remix) ? 3 : 38

" You 're Not the One " (Cid Rim Remix) ? 4 : 06

" You 're Not the One " (Blood Diamonds Remix) ? 3 : 29

" You 're Not the One " (Benny Cassette Mix) ? 3 : 23

= = Credits and personnel = =

Credits adapted from the liner notes of Night Time , My Time .

Recording

Recorded at Heavy Duty Studios (Los Angeles)

Personnel

Daniel Nigro ? songwriting , additional vocals , guitar

Justin Raisen ? songwriting , additional vocals , keyboard , guitar

Ariel Rechtshaid ? songwriting , additional vocals , keyboard , guitar , bass

Garrett Ray ? drums

Nick Rowe ? editing

= = Release history = =