

= Easy (Sugababes song) =

" Easy " is a song by English girl group Sugababes , released as the lead single from their greatest hits album Overloaded : The Singles Collection (2006) . Development of " Easy " began when the American rock band Orson discovered that the Sugababes were working on the album , in which they proposed ideas for new tracks . They subsequently wrote the song with the group , and produced it . Backed by bass synthesizers , it is an uptempo pop and electro song that features metaphorical lyrical content containing sexual euphemisms .

Critics praised the lyrics and bass synthesizer of " Easy " , although some regarded the song as forgettable in comparison to the group 's previous singles . The song peaked at number five on the Slovakian Singles Chart and number eight on the UK Singles Chart . It reached the top twenty on the charts in Denmark , Finland , Ireland and Norway . The song 's music video was directed by Tim Royes and filmed in a public toilet at a club in Romford . It features the Sugababes dressed in latex outfits , where they appear in separate toilet cubicles . The group performed " Easy " to promote the release of Overloaded : The Singles Collection .

= = Background and release = =

The Sugababes confirmed in June 2006 that a greatest hits album would be released in time for Christmas of that year . The album , titled Overloaded : The Singles Collection , was confirmed to contain two brand new tracks called " Easy " and " Good to Be Gone " . " Easy " was written by Jason Pebworth and George Astasio , both members of American rock band Orson , in collaboration with the Sugababes ? Keisha Buchanan , Heidi Range and Amelle Berrabah . It was produced by Brio Taliaferro , Pebworth and Astasio . Orson , who shared the same management with the Sugababes , discovered that the group had begun writing material for their new album . They visited the studio with the Sugababes and offered ideas for new tracks , which the group enjoyed . Buchanan spoke upon the Sugababes ' involvement with the song by saying that they " went into the studio separately " and " changed things around " . " Easy " was mixed by Jeremy Wheatley for 365 Artists at Twenty @-@ One Studios in London , with assistance from Richard Edgeler .

= = Release = =

" Easy " was released on 6 November 2006 , one week prior to the release of Overloaded : The Singles Collection . Range stated that the Sugababes enjoyed the song as soon as they heard it , and were convinced that it would be the lead single from the greatest hits collection . The digital download was released on the iTunes Store on 6 November 2006 . The CD single was released on the same day , although features a B @-@ side titled " Shake It " . Another CD version of " Easy " contains a Seamus Haji & Paul Emanuel remix of the song , a dubstremental version of this remix , and a live V Festival performance of the group 's 2003 number one hit " Hole in the Head " . An Ultrabeat remix of the song was released on iTunes on 4 December 2006 .

= = Composition and lyrics = =

" Easy " is a pop and electro song that lasts three minutes and 36 seconds . A journalist from MTV UK described it as " a saucy slice of electro with a ravey chorus and naughty lyrics " . It was composed in the key of F major using common time at 118 beats per minute . " Easy " features heavy use of synthesizers ? most notably a bass synthesizer , as well as a " grinding electro riff " . According to Fraser McAlphine of BBC , the chorus is reminiscent of songs performed by British girl group , Girls Aloud . Ian Mathers from Stylus Magazine described the first half of the chorus as a " Hellogoodbye / Van She style 80s dancefloor euphoria " . The song 's lyrical content is metaphorical and features sexual euphemisms .

Buchanan described the song during an interview that was published on the group 's official website , saying : " Easy is a very naughty and cheeky song ? it ? s the most sexy song we ? ve ever done .

It came about when Orson had an idea for a song . They played it to us ? it was just a verse and a bridge and we completely changed the format of the song to make it our own and the result is this incredibly provocative sexy number that we love . " She elaborated in a separate interview : " When we started working with the guys from Orson the sound just blew us away ? it 's completely fresh sounding but at the same time has the same qualities as the biggest songs of our career , so it 's perfect for this album ! "

= = Critical reception = =

" Easy " received mixed reviews from critics . Betty Clarke of The Guardian described the song as " synth @-@ heavy sauciness " . John Dingwall from Daily Record gave the song full @-@ five star rating , describing it as a " funky pop grower which beats many of the American acts at their own game " . Stuart McCaighy of This Is Fake DIY wrote it " thrills with its edge electro bass " , and that the Sugababes " come over all seductive with the most transparently obvious lyrical euphemisms heard in a long time . " A journalist from Contactmusic.com regarded it as " smart , sexy and danceable , packed with hooks and undeniably fun . " They described the verses as " low @-@ slung " and the chorus as an " un @-@ second guessable blast of pure pop " . However , Cameron Adamns of the Herald Sun criticized " Easy " as having " none of the charm or sass " of the other songs on Overloaded . Tim Finney of Pitchfork Media had a similar response to the song , writing that it attempts to " reverse engineer the brand of cool that is commonly given to them via a limp and largely tuneless rock @-@ pop hybrid " . Adam Webb of Yahoo ! Music regarded the song as " forgettable " .

= = Chart performance = =

" Easy " entered the Irish Singles Chart on 2 November 2006 at number 34 . The following week , it jumped to a peak position of number 18 . The song debuted at number 30 the UK Singles Chart on 5 November 2006 and peaked at number eight the following week , becoming the Sugababes ' twelfth top @-@ ten hit in the country . " Easy " has since sold 60 @,@ 000 copies in the UK . The song peaked in the top twenty on the Danish Singles Chart and Finnish Singles Chart , and the top thirty on the Austrian , German and Swiss singles charts . It reached number 18 on the Norwegian VG @-@ lista chart for two weeks , and became the group 's eleventh top @-@ twenty hit in the country . The song peaked at number 45 on the Netherlands ' Mega Single Top 100 chart , number 53 on the Czech Singles Chart , and number 56 on the Swedish Singles Chart . " Easy " performed most successfully on the Slovakian Singles Chart , where it peaked at number five for two non @-@ consecutive weeks , and spent six weeks in the chart 's top ten .

= = Music video = =

The accompanying music video for " Easy " was directed by Tim Royes , who directed the video for the group 's previous single " Red Dress " . It was released on the iTunes Store on 9 October 2006 , and was featured on the group 's compilation DVD , Overloaded : The Videos Collection , which accompanied the audio versions of the greatest hits album . Berrabah , Buchanan and Range and wore black latex outfits for the video , while Range also dyed her hair red . The video for " Easy " was filmed in a public toilet at a club in Romford .

The video begins with a scene of red nail polish dripping from a bottle . It then cuts to Buchanan , who is lying and tapping her foot against the floor . She begins to start feeling her body . In the next scene , Range is seen standing in front of a mirror with a red lollipop , where she later begins to dance against the sink . Next , all the Sugababes are featured in separate toilet cubicles where they have their hands against the walls . The video cuts to Berrabah walking towards a hand dryer , which she rotates towards her face , causing her hair to be blown . Following this , Range sits on a couch and uses the nail polish to colour her nails . The group is again seen in the cubicles , where they repeatedly open and close the doors . Later , Buchanan , Range and Berrabah are featured in

front of red curtains with traditional silver , gold and black outfits , respectively . The final scene shows the group in front of the cubicles where they begin dancing robotically .

= = Live performances = =

The Sugababes performed " Easy " in October 2006 at the 100 Club on Oxford Street in London , where they were promoting the release of Overloaded : The Singles Collection . The following month , they performed " Easy " at G @-@ A @-@ Y in the London Astoria . Specially @-@ made outfits ? tight and glossy PVC ? were designed for the performance . The single was included in the set list for the group 's 2007 Overloaded : The Singles Tour , in promotion of the greatest hits album .

= = Track listings and formats = =

= = Personnel = =

Songwriting ? Jason Pebworth , George Astasio , Keisha Buchanan , Heidi Range , Amelle Berrabah

Production ? Brio Taliaferro , Jason Pebworth , George Astasio

Mixing ? Jeremy Wheatley for 365 Artists at Twenty @-@ One Studios , London

Mixing (assistant) ? Richard Edgeler

Executive producer ? Sarah Stennett , Mark Hargreaves

Credits adapted from Overloaded : The Singles Collection liner notes .

= = Charts = =