

## = The Love Club EP =

The Love Club EP is the debut extended play ( EP ) by New Zealand singer Lorde . At the age of 12 , she was discovered by Universal Music Group scout Scott MacLachlan , and began writing songs . In December 2011 , MacLachlan paired Lorde with producer Joel Little , and within three weeks , the pair had co -@-@ written and produced all 5 songs on the EP . In November 2012 , Lorde self @-@ released the EP for free download via SoundCloud . On 8 March 2013 the record was commercially released by Universal Music Group and Virgin Records .

An indie rock @-@ influenced electronica album , The Love Club EP was well received by music critics , who praised its production and compared its style to works by Sky Ferreira , Florence and the Machine and Lana Del Rey . The release peaked at number two in New Zealand and Australia , and was certified platinum and septuple platinum in those two countries respectively . In the US , the record charted at number twenty @-@ three on the Billboard 200 chart and have sold 60 @,@ 000 copies as of August 2013 . To promote The Love Club EP , Lorde performed during various concerts , and " Royals " was released as a single .

## = = Background and production = =

Lorde was discovered by A & R representative Scott MacLachlan of Universal Music Group ( UMG ) at the age of 12 , when MacLachlan saw footage of Lorde performing at a school talent show in Auckland , New Zealand . At the age of 13 , Lorde started writing songs herself . MacLachlan unsuccessfully tried to set up Lorde with several songwriters and producers to help her with production . Ultimately , he paired Lorde with Joel Little in December 2011 , when she had just turned 15 . Little was impressed by Lorde 's vocal performance and songwriting abilities , and he built songs with musical structures based on Lorde 's lyrics .

The pair recorded songs at Little 's Golden Age Studios in Morningside , Auckland . Lorde took inspiration from hip hop @-@ influenced music artists , such as Lana Del Rey , during the writing process , yet criticised their " bullshit " references to " expensive alcohol , beautiful clothes and beautiful cars " . Within a week , Lorde had finished recording the tracks " Royals " , " Bravado " and " Biting Down " during a school break . The pair also recorded two other songs for the EP : " Million Dollar Bills " and " The Love Club " . Lorde wrote the lyrics , while Little composed the melodies and played all the instruments , including drums , guitars and synthesisers . In total , the pair took three weeks to finish The Love Club EP .

## = = Composition = =

The Love Club EP consists of five songs , written by Lorde ( credited to her birth @-@ name Ella Yelich @-@ O 'Connor ) and Little . The Nelson Mail 's Nick Ward described the EP as " indie @-@ flavoured electronica " and detailed Lorde 's voice as " smoky " . Meanwhile , Chris Schulz from The New Zealand Herald said Lorde 's voice " seems to come from someone twice her age " . Critics compared the EP 's musical style to works by Sky Ferreira , Florence and the Machine and Lana Del Rey . Editor Jim Pinckney from New Zealand Listener opined that Lorde 's songs are structured like short stories .

The Love Club EP opens with the chamber pop song " Bravado " . Inspired by Kanye West 's song " Dark Fantasy " , it talks about Lorde 's feigned confidence as she prepared to enter the music industry . " Royals " and " Million Dollar Bills " are two tracks that criticise the glamorous lifestyle of the rich ; the former combines subgenres of pop , including art pop and electropop , and also incorporates R & B , while the latter is a hybrid of pop and alternative rock with hip hop influences . The title track of the EP , " The Love Club " , discusses the befriending of " a bad crowd " . The Love Club EP concludes with the trip hop @-@ influenced drum and bass number " Biting Down " , featuring " futuristic war drum thump " . For the US iTunes Store September 2013 edition of The Love Club EP , " Royals " was replaced by " Swingin Party " , a cover version of The Replacements ' song .

= = Release and promotion = =

In November 2012 , Lorde self @-@ released The Love Club EP through her SoundCloud account for free download . After 60 @,@ 000 downloads , UMG decided to commercially release the EP . On 8 March 2013 , The Love Club EP was released digitally in Australia , New Zealand , the Netherlands , and the United States . The CD edition of the record was released in New Zealand on 10 May , in Australia a week later , and in the United States on 9 July . In the United Kingdom , Virgin Records released a 10 @-@ inch vinyl edition on 10 June 2013 . On 30 September 2013 , the track listing of the US iTunes Store version of The Love Club EP changed , with " Royals " replaced by " Swingin Party " . " Royals " was released as the only single from the EP . On 3 June 2013 , Lava and Republic Records sent the track to US adult album alternative ( AAA ) radio . The single was made available for digital download worldwide in August 2013 . The song was subsequently included in Lorde 's first studio album Pure Heroine , released in September 2013 .

On 27 July 2013 , Lorde replaced Frank Ocean at the Splendour in the Grass festival in Byron Bay , Australia . On 6 August 2013 , she held a concert at Le Poisson Rouge in New York ? her first US show . Two days later , she performed " The Love Club " and " Royals " on Santa Monica radio station KCRW . In September 2013 , she headlined the Decibel Festival in Seattle , Washington , and held a concert at Webster Hall in New York City . On 3 October 2013 , Lorde held a concert at the Warsaw Venue in Brooklyn , New York to promote The Love Club EP and her debut studio album Pure Heroine . On 13 November 2013 , she performed six songs on Live on Letterman , including " Bravado " and " Royals " . In early 2014 , Lorde embarked on a concert tour in North America to promote The Love Club EP and Pure Heroine .

= = Critical reception = =

An editor of AllMusic called the album " evocative " and praised its " sultry , sinewy " sound . Writing for The New Zealand Herald , Chris Schulz labelled the EP " the start of something very special " and applauded Lorde 's vocals . Nick Ward from The Nelson Mail praised the extended play 's lyrical content and characterised Lorde as " definitely one to watch " . In an article for New Zealand Listener , Jim Pinckney opined that the music " may not yet quite match the individuality of [ Lorde 's ] vocals and lyrics " , but praised her songwriting ability , " which combines unmistakably teenage confusion , curiosity and confidence with word skills beyond her years " .

On behalf of Manawatu Standard , a reviewer complimented on the EP 's production , songwriting and " the right edge to appeal to a mainstream audience " , saying the EP was " [ what ] a good pop debut should be " . In a review of The Love Club EP for The Dominion Post , Tom Cardy deemed the songs on the record as " sharp , refreshing and smart " . Additionally , he viewed the EP as the best album he had heard by a New Zealand artist that year and lauded Lorde 's lyrics and performance as " simply incredible " . As a music reviewer for mX , Nick Mason lauded the EP as a " strong " debut release for displaying Lorde 's maturity beyond her years , as well as impressive and inventive musical style . By the end of 2013 , Allan Raible from ABC News ranked The Love Club EP as well as Pure Heroine as the third best records of the year .

At the 2013 New Zealand Music Awards , Lorde won Breakthrough Artist of the Year for the EP and Single of the Year for " Royals " . With " Royals " , Lorde and Joel Little won the APRA Silver Scroll award in 2013 . At the 56th Annual Grammy Awards ( 2014 ) , " Royals " was nominated for Record of the Year , and won Song of the Year and Best Pop Solo Performance . The song won Top Rock Song at the 2014 Billboard Music Awards . At the 2014 World Music Awards , the EP was nominated for Best Album , which went to Coup d'Etat by G @-@ Dragon .

= = Commercial performance = =

The Love Club EP debuted and peaked on the New Zealand Albums Chart at number two on 18 March 2013 . It stayed on the chart for a total of 41 weeks . The EP became the fifth best @-@

selling album of the year in New Zealand was certified platinum by the Recorded Music NZ ( RMNZ ) for shipping more than 15 @, @ 000 units in the country . In Australia , the record appeared on the ARIA Singles Chart at number two . The Australian Recording Industry Association ( ARIA ) certified The Love Club EP septuple platinum for shipments of more than 490 @, @ 000 copies in Australia . In the US , the record peaked at number 23 on the Billboard 200 and had sold 60 @, @ 000 copies by August 2013 ; it became the 182nd best @-@ selling album of the year in the US .

= = Track listing = =

All songs written and composed by Joel Little and Ella Yelich @-@ O 'Connor ( Lorde ) , except " Swingin Party " , written by Paul Westerberg .

= = Charts = =

= = Sales and certifications = =

= = Release history = =