

= Bon Voyage (Kumi Koda album) =

Bon Voyage is the eleventh studio album by Japanese recording artist Kumi Koda . It was released on February 26 , 2014 by Rhythm Zone . Bon Voyage is Koda 's first album since her 2012 *Japonesque* , and her longest album in production since her 2008 studio album *Kingdom* . The album 's production was handled by several music producers , such as Joseph Lawrence , Toby Gad , T @-@ Sk , Mats Lie Skare , Figge Bosstrom , Tommy Henriksen , Badur Haberg , and Clarabell . It also features guest appearances from Sean Paul and OVDS . Five different formats were released to promote the album : a standalone CD , a CD and DVD bundle , a CD and Blu @-@ ray bundle , a fan package featuring a live DVD , and a digital release in Japan .

Upon the album 's release , it was met with favourable reviews from music critics . Critics highlight individual songs for their production and composition , and commended the singles . Bon Voyage became Koda 's seventh studio album to reach the top spot on Japan 's Oricon Albums Chart , but her first album to not ship over 100 @,@ 000 units in that region . Because of this , it became her first studio album to fail to achieve a certification by the Recording Industry Association of Japan (RIAJ) . Three singles and one EP were released from the album . Koda promoted the album through her 2014 Bon Voyage concert tour .

= = Development and composition = =

Bon Voyage is Koda 's first album since her 2012 *Japonesque* . It is also her longest album in production since her 2008 studio album *Kingdom* , both of which spanned a total of two years . For the album , Koda 's record label Rhythm Zone and its parent company Avex Trax hired several producers , such as Joseph Lawrence , Toby Gad , T @-@ Sk , Mats Lie Skare , Figge Bosstrom , Tommy Henriksen , Badur Haberg , and Clarabell . Producers such as Henriksen and Bosstrom have collaborated with Koda in the past with her albums *Kingdom* and *Universe* (2010) . Bon Voyage is Koda 's second album to be handled primarily with Western producers and composers ; Koda 's first album handled by Western producers was *Japonesque* . Western producers and composers carried on working with Koda on her next studio album *Walk of My Life* (2015) .

Bon Voyage is a J @-@ pop album with numerous elements of country rock , pop , R & B , electronic dance music , and reggae . It is Koda 's first album to emphasize full English language songs ; in total , Bon Voyage features nine English , five bilingual (Japanese / English) , and two Japanese tracks . Each song from the album is co @-@ written by Koda , including the English , Japanese and interlude tracks . The album includes two interlude tracks ; " Introduction : Bon Voyage " and " Interlude : Bon Voyage " , both boasting electronic music and sirens noises . EDM elements are used in tracks " Show Me Your Holla " , " Crank tha Bass " (featuring OVDS) , " LOL " , " Go to the Top " , " Dreaming On " , and " U Know " . " Loaded " , which features Jamaican rapper and musician Sean Paul , incorporates elements of reggae and dancehall music , as does the following tracks " Winner Girls " and " On Your Side " . Tetsuo Hiraga from Hot Shot Discs reviewed the singles " Go to the Top " and " Koishikute " , and identified musical elements of electronic dance , dubstep , and 8 @-@ bit music in the former , and a pop ballad melody in the latter . Koda 's summer EP *Summer Trip* featured " Lalalalala " and " Touch Down " , and Hiraga noted elements of country rock in the former , and R & B in the latter track .

= = Release and packaging = =

Bon Voyage was released on February 26 , 2014 by Rhythm Zone and Avex Taiwan in five different formats . The stand @-@ alone CD featured the sixteen tracks in a cardboard slipcase , with first press editions including a glossy sticker of Koda . The CD and DVD bundle featured the sixteen tracks and a bonus DVD , including the music videos for : " Show Me Your Holla " , " LOL " , " Dreaming Now ! " , " Touch Down " , " Lalalalala " , and " Koishikute " . The DVD also included the making videos for " Show Me Your Holla " and " LOL " . The CD and Blu @-@ ray bundle includes the same tracks and videos from the CD and DVD bundle , but features a hologram sticker , one

postcard , and a slipcase . A special edition was released on Koda 's website , entitled the " Fan Club Edition " . This format features the original CD , and a DVD featuring live performances from Koda 's Fanclub Live Tour in 2013 . The format was housed in an A5 @-@ sized digipak . The final format is the digital release , which was released only in Japan . This is Koda 's only studio album not to be released worldwide .

Visually based on cruise ship members , the five Bon Voyage cover sleeves feature different images all photographed by Kazuyoshi Shimomura . The CD cardboard sleeve has Koda squatting and holding onto a cruise ship steering wheel ; the jewel case has Koda holding a life buoy . The CD and DVD cardboard sleeve has a close @-@ up shot of Koda wearing a captain 's uniform ; the jewel case has Koda posing on top of a life buoy . The Blu @-@ ray cardboard sleeve and jewel case has Koda posing with a pair of binoculars , while the Fan Club edition has a close @-@ up of Koda sitting down holding a cruise ship steering wheel . The digital release uses the CD and DVD close @-@ up shot . The booklet and photo shoot were designed by members of United Lounge Tokyo , and each booklet from the five format features different images of Koda .

= = Critical reception = =

Bon Voyage received favourable reviews from music critics . A reviewer from CD Journal was positive towards the album , commending the song 's production and " danceable " material . The reviewer complimented how Koda " transformed " her previous look from Japonesque into a more " Westernized " adaptation . The reviewer highlighted " Go to the Top " and the " pop ballad gem " " Koishikute " as the album 's best tracks . A reviewer from Amazon.co.jp was positive towards the album 's musical variety , labelling it " Koda flow " . The reviewer also complimented how the " entertainment factor " was " jam @-@ packed " into the album . Japako Music ? s Kirsty H. gave the album a positive review , saying that it " shows Koda Kumi 's experiences perfectly " . Kirsty praised Koda 's " personal songs " and the album 's musical variation . On the album ? s overall sound , she wrote the following : " The album overall is very good and catchy and clearly shows how mature and experienced Koda Kumi is . All of the songs are catchy and this makes the album all the more fun to listen to ? . Jaylee and Zero from GK : AD , a sub @-@ site from JPopJRocks.com , awarded the album a B- , calling the dance tracks gems and praising a majority of the album 's ballads . Zero highlighted " Imagine " as the album 's best track . However , they both were critical toward the composition of the second half of the album .

= = Commercial performance = =

Bon Voyage debuted at number one on both the Japanese Daily and Weekly Oricon Albums Chart , with over 46 @,@ 000 units sold in its first week . It became Koda 's sixth studio album to reach the top spot , but became her lowest first week sales since her debut album Affection (2002) . It fell to 21 in its second week , shifting over 5 @,@ 000 units . The album stayed in the top 100 for four weeks , and the overall top 300 for twelve weeks . As of January 2016 , Bon Voyage has sold an estimated 59 @,@ 499 units , making it her first album to not sell over the 100 @,@ 000 limit . Because of this , it failed to achieve a certification by the Recording Industry Association of Japan (RIAJ) . It was her lowest selling studio album at the time , until her next album Walk Of My Life sold less by May 2015 (with 50 @,@ 000 units) . Bon Voyage reached number five on Japan 's Billboard Top Albums Sales .

= = Promotion = =

= = = Singles = = =

" Go to the Top " was released as the album 's lead single on October 24 , 2012 . The song was used as the opening theme song for the Âge ? developed anime series Muv @-@ Luv Alternative :

Total Eclipse . Upon its release , it garnered positive reviews from music critics . Many critics commended the song 's composition , lyrical content , and Koda 's vocal delivery . Minor criticism was towards the song 's musical elements of 8 @-@ bit music . " Go to the Top " was successful in Japan , peaking at number one on the Japanese Oricon Singles Chart , Koda 's eighth number one single . It also reached number 10 on Billboard 's Japan Hot 100 chart , and was certified gold by the Recording Industry Association of Japan (RIAJ) for physical shipments of 100 @,@ 000 units . The accompanying music video for the single was shot in Tokyo by Tomoe Nakano ; it features an animated Koda flying a large robot in a racing circuit with another racer .

" Koishikute " was released as the album 's second single on December 26 , 2012 . Upon its release , it garnered positive reviews from music critics . Many critics commended the song 's composition , lyrical content , and Koda 's vocal delivery ; critics had highlighted it as an album stand out , and labelled it a " gem " . The single suffered in physical sales in Japan , reaching number seven on the Japanese Oricon Singles Chart and selling over 23 @,@ 000 units . It remains Koda 's lowest selling single since " Hot Stuff " in 2005 . However , the song was certified gold by RIAJ for digital sales of 100 @,@ 000 units . The accompanying music video for the single was shot in Tokyo by Ryuji Seki ; it features Koda singing the song in a subway and in a small room .

Summer Trip was released as the album 's third single and first extended play single on July 31 , 2013 . The EP consists of four interlude tracks , two album tracks : " Lalalalala " and " Touch Down " , and an unreleased track " Is This Trap ? " . Upon its release , Summer Trip received garnered positive reviews from music critics . Many critics commended the tracks individually for its composition and its song writing . Summer Trip debuted at number six on the Japanese Singles Chart , and sold over 20 @,@ 000 units . " Lalalalala " charted on Japan 's Hot 100 at number 23 . This is Koda 's lowest selling EP to date , surpassing Gossip Candy (2010) which sold over 84 @,@ 000 units . Music videos for " Lalalalala " and " Touch Down " were shot in Venice Beach , California .

" Dreaming Now ! " was released as the album 's fourth and final single on November 13 , 2013 , which was the same day as Koda 's 30th birthday . The song was written by Koda in honor of Japan 's part in the 2013 Volleyball World Grand Champion Cup for men and women , both of which were held in Japan . Upon its release , it garnered positive reviews from music critics . Many critics commended the tracks composition and labelled it an anthem for the games . Despite out selling both " Koishikute " and Summer Trip with over 26 @,@ 000 units sold , it charted lower on the Japanese Oricon Singles Chart at number nine . It charted at number 33 on Japan 's Hot 100 chart . An accompanying music video for " Dreaming Now ! " was shot in Tokyo .

= = = Concert tour and other releases = = =

To promote Bon Voyage , Koda went on her 2014 Bon Voyage concert tour . The concert tour went throughout Japan , and carried on the cruise theme from the album . All of the album tracks , apart from " On Your Side " and " Introduction : Bon Voyage " , were included on the set list for the tour ; " Is This Trap ? " from Summer Trip also appeared on the set list . The concert tour was released in two formats ; a double @-@ DVD bundle , and a Blu @-@ ray release . The bonus disc on the DVD bundle featured a new track " Money in my Bag " from Walk of My Life , alongside the backdrop visual of " Crank tha Bass " and the documentary of the tour . This material was included on the one disc for Blu @-@ ray . Despite the release , it did not chart on the Oricon DVD and Blu @-@ ray charts . To promote the material from Bon Voyage , remixes of " Crank tha Bass " , " Loaded " , " Is This Trap ? " , " Dreaming Now ! " , " Touch Down " , " Winner Girls " , and " Lalalalala " were later featured on Koda 's eight remix album Koda Kumi Driving Hit 's 6 (2014) .

= = Track listing = =

= = Credits and personnel = =

Credits adapted from the liner notes of Bon Voyage .

= = Charts and sales = =

= = Alternate Versions = =

Crank Tha Bass feat . OVDS

Crank Tha Bass feat . OVDS : Found on the album (2014)

Crank Tha Bass feat . OVDS [sumijun vs M.A.D Remix] : Found on Koda Kumi Driving Hit 's 6 (2014)

Crank Tha Bass feat . OVDS [OVDS Remix] : Found on Koda Kumi Driving Hit 's 6 (2014)

LOADED feat . Sean Paul

LOADED feat . Sean Paul : Found on the album (2014)

LOADED feat . Sean Paul [ELMER VoVo Remix] : Found on Koda Kumi Driving Hit 's 6 (2014)

Winner Girls

Winner Girls : Found on the album (2014)

Winner Girls [Dank @-@ One Glitch @-@ Hop Remix] : Found on Koda Kumi Driving Hit 's 6 (2014)