

= Bravado (song) =

" Bravado " is a song by New Zealand singer Lorde , originally included on her debut EP The Love Club EP . It was later featured on her Tennis Court EP and the extended version of her debut album Pure Heroine (2013) . The song was written by Lorde and Joel Little and was produced by the latter . The track was released as a single on 6 September 2013 , via iTunes Stores , in a number of European countries and India . Characterised as a chamber pop and electropop song , " Bravado " addresses Lorde 's introverted nature and the need to feign confidence in the music industry . The single was well received by music critics and peaked at number five on the New Zealand Artist Singles chart .

= = Background and composition = =

" Bravado " was written by Lorde (credited under her birth @-@ name Ella Yelich @-@ O 'Connor) and Joel Little , while production for the song was handled by the latter . The track was written and recorded in 2012 at Little 's Golden Age Studios in Auckland . Within a week , Lorde had finished recording " Bravado " alongside " Royals " and " Biting Down " during a school break . Chris Schulz , from The New Zealand Herald , described " Bravado " as a chamber pop piece , while The Village Voice 's Brittany Spanos called it an electropop song . Running for a duration of 3 : 41 (three minutes and 41 seconds) , the track is composed on electronic beats in the key of B minor and plays in common time at a moderate tempo of 88 beats per minute . Lorde 's vocal range on the song spans from F ? 3 to D5 . The lyrics of " Bravado " address the idea " of false confidence delivering real confidence " and of Lorde stepping into a line of work where , she said , " everyone would be watching me , and everyone would want to talk to me and confront me " . Lorde cited the line " Me found bravery in my bravado " from Kanye West 's song " Dark Fantasy " as an influence . Simon Collins , of The West Australian , called " Bravado " a particularly prescient song , preempting Lorde 's rise to prominence . At a point of the song , Lorde confesses " to a battle between shyness and show @-@ business aspirations " :

= = Promotion and reception = =

On 6 September 2013 , " Bravado " was released as a digital download single on iTunes Stores in India and various European countries . Lorde held a concert at Le Poisson Rouge in New York , which was her first U.S. live show , and performed the song among other tracks from The Love Club EP . On 3 October 2013 , the singer held a concert at the Warsaw Venue in Brooklyn and performed the song among other tracks from the album . In November 2013 , Lorde performed the song on the Late Show with David Letterman to promote The Love Club EP and Pure Heroine . Throughout the show , she was only backed by a drummer and a keyboard player . " Bravado " was additionally performed during Lorde 's debut concert tour throughout 2013 and 2014 . In 2014 , she performed the track at Silo Park , Auckland on 29 January 2014 as part of her make @-@ up show for the 2014 Laneway Festival , and at the Brazil edition of the Lollapalooza .

" Bravado " was well received by music critics . Chris Schulz from The New Zealand Herald picked the song and " Million Dollar Bills " as the two best tracks from The Love Club EP . Jason Lipshutz , writing for Billboard , described the track as " delightfully spooky " . In a review published in The Dominion Post , Tom Cardy compared the track 's style to that of works by Florence Welch and Marina Diamandis , labelling it a " sharp , refreshing and smart " song . The song peaked at number five on the New Zealand National Singles and number twenty @-@ nine on the US Hot Rock Songs chart .

= = Weekly charts = =

= = Release history = =

