

= Cliché (Hush Hush) (song) =

" Cliché (Hush Hush) " is a song recorded by Romanian recording artist Alexandra Stan for her Japan @-@ only reissue of the same name (2013) . Written and produced by Marcel Prodan and Andrei Nemirschi , it was released for digital download on 3 October 2012 through MediaPro . Described as a dance @-@ pop track that features eurodance elements into its sound , " Cliché (Hush Hush) " discusses different themes of love . An accompanying music video for the single was posted onto YouTube on 27 September 2012 , being filmed by Iulian Moga at Palatul Snagov . It was generally praised by music critics , with Los 40 Principales citing it under their list of Stan 's best clips . Particularly , a scene of the video was compared to vampire movies for teenagers , while another one to 1970s film works . The track peaked at number 11 in Japan and within the top 50 in her native country and Italy ; it was promoted by several live performances , including a tour throughout the United States and an appearance at French music event Starlloor 2012 .

= = Composition = =

According to Romanian sources , " Cliché (Hush Hush) " is a " dynamic " dance @-@ pop track that incorporates influences of eurodance into its sound ; its lyrics speak about love . About the message of the song , Stan confessed that it " shows love in different ways and portrays as well relationships between obvious couples , which fall into a certain pattern . Love can transform everyone and everything in the most wonderful and important thing in the universe " . Alvaro from Spanish music website Popelera pointed out major differences between the dance style of the track and that of its predecessor , " Lemoande " (2012) , while Mia , writing for Romanian portal Info Music , drew comparisons with the Pussycat Dolls ' single " Hush Hush ; Hush Hush " (2009) .

= = Music video = =

An accompanying music video for the song was uploaded onto the YouTube channel of Stan 's label , Maan Studio , on 27 September 2012 , after teasing it on 19 September . The clip was filmed by Iulian Moga at Palatul Snagov It commences with Stan entering a party hall in sepia while being pictured by a photographer . Following her flirting with the man , she leaves the room and the video introduces to pool @-@ party in normal color , where Stan dances along with fellow background dancers sporting a pink outfit . Next , the singer is shown in a dark hall , sitting on an old @-@ fashioned couch . Following this , Stan is portrayed in a church , with her body and face being covered by a red robe ; fellow black @-@ clothed people surround her . Subsequently , scenes with the singer and her love interest from a hotel room are shown , after which the clip ends with the people from the church scene getting out of disguise and running through the hall in white lingerie , followed by Stan dancing around a fire after letting candles falling down at a date with her boyfriend .

Alexandra Necula , writing for music website Info Music , compared the opening scene of the video to 1970s films , while stating that some parts of the clip did not match with the song 's message . She went on to compare the church scene to vampire films for teenagers ; Necula stated that one of the outfits sported by Stan were inspired by S & M fetish . Showbiz.ro felt that the " 80s vibe of the video coincided with the melodic line " . Los 40 Principales cited the video as one of Stan 's best clips ever .

= = Live performances = =

In order to promote " Cliché (Hush Hush) " , Stan embarked on a tour in the United States . She also provided live performances of the song throughout her concert tours that promoted the Japan @-@ only reissue . Furthermore , Stan sang the song in a medley with " Mr. Saxobeat " , " Get Back (ASAP) " and " Lemonade " at French event Starfloor 2012 .

= = Track listing = =

= = Credits and personnel = =

Credits adapted from the liner notes of Cliché (Hush Hush) and The Collection .

Alexandra Stan ? lead vocals

Iulian Moga ? director

Andrei Nemirschi ? songwriter , producer , photography

Maan Studio ? recording studio

Marcel Prodan ? songwriter , producer

Iliaro Drago ? artists and repertoire

= = Charts = =

= = = Weekly charts = = =

= = Release history = =