

= Now That You Got It =

" Now That You Got It " is a song by American singer and songwriter Gwen Stefani from her second solo studio album , The Sweet Escape (2006) . Stefani co -@-@ wrote the song with its producers Sean Garrett and Swizz Beatz . " Now That You Got It " is a reggae song featuring hip hop beats , staccato piano sample and military snare drums . Lyrically , the song places Gwen asking her lover to give all that she wants . A remix featuring Damian Marley was produced for the song 's release as the album 's fourth single on August 27 , 2007 by Interscope Records .

The original solo version received mixed reviews from music critics , with some praising its catchiness , while others calling it repetitive . However , the remix version was more praised , being called " a laid back , summery tune " . Commercially , the single experienced very little success , reaching the top @-@ forty in six countries , while failing to gain impact in the United States and the United Kingdom . The song 's music video was directed by The Saline Project and was shot in Puerto Rico and Jamaica , featuring Stefani and the Harajuku Girls . The song was performed during The Sweet Escape Tour (2007) .

= = Background and release = =

Before going on tour with her Harajuku Lovers Tour (2005) , Stefani revealed that she was going to release a second album in 2006 , stating : " I have a bunch of leftover tracks from making ' Love . Angel . Music . Baby . ' . And two months ago , Pharrell called me up , he was like , ' Come down to Miami and write some more songs ! ' And I 'm like , ' OK ! ' I went down there and wrote four songs and played three of them tonight . They 're really fresh " . In September 2006 , during the Fashion Week , MTV News interviewed Swizz Beatz and he said to be working with Stefani as well , claiming : " She 's always taking it to the next level . I love her background for music . She likes a lot of Caribbean sounds with hard beats " . They worked on " Now That You Got It " , which was selected to be the fourth single from The Sweet Escape (2006) . For the single version , Stefani enlisted Damien Marley , son of Jamaican reggae musician Bob Marley , giving the single a " reggae " feel to it . It was released to mainstream radio in the United States , on August 26 , 2007 , while in the United Kingdom , it was released on October 15 , 2007 . Two remixes were included on the CD single , both featuring Marley . The " remix " version uses the same instrumentation as the original single , but has a more reggae @-@ infused rendition and an added verse sung by Marley ; the " hybrid " version features the song 's original beat mixed with the remix version .

= = Composition and lyrics = =

" Now That You Got It " was written by Gwen Stefani , Sean Garrett and Swizz Beatz , with production being done by the latter two ; Garrett also provided background vocals . The single version of the song features a " loping hip @-@ hop beat and a staccato piano sample " while Stefani " splits wailing time with a chorus of alarms , " according to Mark Pytlik of Pitchfork Media . It also presents elements of reggae music and " military snare drums " mixed with crunk militarism . Lyrically , on " Now That You Got It " , the singer tells her lover that even though he is with her , he still has to work hard to keep her and give her everything she wants . " Now that you got it , what you gon ' do about it ? " , she repeatedly asks in the chorus .

= = Critical reception = =

" Now That You Got It " received mixed reviews from music critics . A positive review came from Charles Merwin of Stylus Magazine , who referred to the original version as Stefani 's best " Beastie Boy imitation over a ' 1 Thing ' rip " , and Sal Cinquemani , while reviewing the album , of Slant Magazine called it " instantly contagious " . Norman Mayers of Prefix Magazine praised Swizz Beatz for " coming up with the most likely heir to the Hollaback crown , with the bumping chants and boasting raps " . However , Alex Miller of the NME characterized it as " a track so desperate to be a

club banger , its fraying tapestry of hand @-@ claps , sirens and triumphalism has all the grace of a Pepsi Max advert " . Quentin B. Huff of PopMatters criticized the song 's songwriting , calling it " woefully thin , relying on tedious repetition . " John Murphy of musicOMH gave the single a mixed review , writing " when the self @-@ consciously wacky and kitsch side to her personality surfaces , as on the inane ' Now That You Got It ' , the temptation is to dive for the ' off ' switch " .

The single version with Damian Marley received generally favorable reviews . Fraser McAlpine of the BBC Chart Blog conveyed it as a " perfect case " of Stefani making songs which are sleek and tough on the outside , but have a middle which is pure and vulnerable , ultimately rating it four out of five stars . Similarly , CBBC 's Newsround portrayed the sound as " a very laid back , summery tune " which , it claims , will still have its readers " humming it next week " .

= = Commercial performance = =

" Now That You Got It " had moderate success on the charts . Nevertheless , in the United States , it was commercially unsuccessful , not entering any of the US Billboard charts , making it Stefani 's first song as a solo artist to not do so . Internationally , it reached the top @-@ twenty in a few European countries , having its higher chart position in Norway , where it debuted and peaked at number seventeen . However , it became her lowest @-@ charting single there . In Austria , it became her second lowest @-@ charting single , peaking at number sixty , with " Luxurious " being her lowest at number sixty @-@ six . In the United Kingdom , it reached number fifty @-@ nine , becoming Stefani 's third UK release not to reach the top @-@ twenty of the UK Singles Chart . In Australasia , the single performed very moderately . It debuted at number 39 on the ARIA Charts and reaching its peak position , number 37 , the following week . It remained for five weeks on the charts , but was her lowest @-@ peaking solo single . On the other hand , in New Zealand , " Now That You Got It " spent eight weeks on the charts , debuting at number 36 , on October 1 , 2007 , and peaking at number 21 , on October 8 , 2007 . However , it became her only solo single to miss the top @-@ twenty there .

= = Music video = =

The song 's accompanying music video was directed by The Saline Project and was shot in Puerto Rico and Jamaica . The Puerto Rico scenes were shot a day after Stefani 's concert in the city , as part of The Sweet Escape Tour , on July 19 , 2007 . Many parts of the video were shot in a studio , including scenes of Stefani riding a motorcycle in front of a green screen . The video premiered on MTV 's Total Request Live on September 4 , 2007 .

= = = Storyline = = =

The video opens up on a mountain with titles " Gwen Stefani Presents " , " Now That You Got It " and " featuring Damian Jr . Gong Marley " . Stefani is singing against a wall with Marley and later Stefani and the Harajuku Girls are riding along the road with scooters singing the first verse . As the chorus begins and Stefani , the Harajuku Girls and Marley are playing board games under a shelter near the lake side . Marley then begins to sing his part near two sheds while Stefani and Harajuku Girls are still on their scooters . During the second verse , Stefani sings against another girl and shows the Harajuku Girls singing on roof tops with the male dancers from The Sweet Escape Tour (Flea , Legacy , Remedy , and Steelo) . During the second chorus , the video opens at the beach where Stefani is SMSing . This leads the video to a party at night time where Stefani is on stage with people dancing . The video concludes with Harajuku Girls and the boys atop the roof , with Stefani and the girls singing on the scooters .

= = Live performances = =

Stefani 's first performance of the track was on the UK 's television show Ant & Dec on September

29 , 2007 . She performed the original version of the song , but ended with a reggae mix . The song was also added on the setlist of The Sweet Escape Tour . The concert segment received positive feedback for the overall energy of the performance .

= = Track listings = =

Australian CD single

" Now That You Got It " (Album Version) ? 3 : 00

" Now That You Got It " (Remix featuring Damian " Jr Gong " Marley) ? 3 : 26

" Now That You Got It " (Single Version featuring Damian " Jr Gong " Marley) ? 3 : 09

US iTunes remix single

" Now That You Got It " (Hybrid Mix featuring Damian " Jr Gong " Marley) ? 3 : 08 (single version)

" Now That You Got It " (Main Mix featuring Damian " Jr Gong " Marley) ? 3 : 26 (remix)

US 12 " single

A1 . " Now That You Got It " (Single Version featuring Damian " Jr Gong " Marley) ? 3 : 09

A2 . " Now That You Got It " (Album Version) ? 3 : 00

A3 . " Now That You Got It " (Instrumental Version) ? 2 : 55

B1 . " Now That You Got It " (Remix featuring Damian " Jr Gong " Marley) ? 3 : 26

B2 . " Now That You Got It " (Dub) ? 3 : 30

= = Credits and personnel = =

Credits adapted from the liner notes of The Sweet Escape .

= = Charts = =

= = Release history = =