

= Heavy Crown (song) =

" Heavy Crown " is a song recorded by Australian rapper Iggy Azalea featuring English singer Ellie Goulding , recorded for *Reclassified* (2014) , the reissue of Azalea 's debut studio album *The New Classic* (2014) . Azalea and Goulding co -@- wrote the song with its producers , Salt Wives and The Invisible Men , with additional writing from Jon Turner . " Heavy Crown " received generally positive reviews from critics , who commended Azalea 's delivery on the track , finding it to be superior to that of her earlier songs .

" Heavy Crown " was used as the backing track for the trailer to the 2014 film *Kingsman : The Secret Service* . In the week of the album 's release , " Heavy Crown " charted at number 9 on the Bubbling Under R & B / Hip @-@ Hop Songs chart , and entered two digital urban subsidiary charts , the Hot Digital R & B / Hip @-@ Hop Songs , where it peaked at 37 , and the Hot Digital Rap Songs , where it peaked at 23 . The track also peaked on the lower ends of the Czech Republic and Slovakian digital singles charts .

= = Background = =

Azalea first announced the song in September 2014 , in one of many tweets she made where she discussed *Reclassified* , one in @-@ particular reading " Me and Ellie Goulding have a nice little numberrrr together on there . FYI " . During the promotional campaign leading up to the release of *Reclassified* , Azalea revealed that she would be collaborating with Ellie Goulding on a track titled " Heavy Crown " featured in the film *Kingsman : The Secret Service* . In October 2014 , while giving an interview with Radio.com , Azalea mentioned her longtime desire to work with Goulding , and after meeting her several times , was approached about a song that would eventually become " Heavy Crown " . She recalled one meeting , " she played it for me and I was in love with it and just felt it was so kind of appropriate for this to be our collaboration " , because it " brings out something different in both artists that you don 't usually see . " On 14 November , a preview of " Heavy Crown " was uploaded to Azalea 's VEVO channel . In December 2014 , " Trouble " was announced to be the next single from *Reclassified* , as opposed to " Heavy Crown " . Fans reacted badly , leading to Azalea releasing a statement explaining that test audiences had preferred " Trouble " over " Heavy Crown " , and that the duet with Goulding was not " formatted for pop or rhythmic radio " .

= = Composition = =

" Heavy Crown " is a hip @-@ hop , pop , electronica track that runs for a total duration of three minutes and fifty @-@ two seconds . Bianca Gracie from *Idolator* observed that " the hard @-@ hitting , thumping tune finds Azalea switching up her usually laid @-@ back flow with a snarled , teeth @-@ baring rap ? which is juxtaposed by Goulding 's chilling vocals . " , while Jonathan Viray from *HypeTrak* described the song as an " aggressive , warmongering track dedicated to her haters . " Jim Farber from the *New York Daily News* commented that " ' Heavy Crown ' has a tribal rock beat and a cocky cameo vocal from Ellie Goulding " , and went on to analyse the lyrics , referring to Azalea 's dispute with Snoop Dogg , " one new verse from Iggy addresses a recent , and light @-@ hearted , beef . ' Get rid of the makeup / let ? s be just who you is , ' Azalea raps at one point , alluding to a series of tit @-@ for @-@ tat spats in October with Snoop Dogg . " . Latin Post writer Esther Jang described Goulding 's delivery of the chorus as her using her " signature echo @-@ y voice " , going on to describe the tracks production as " ' 70s bass guitar @-@ heavy rock " .

= = Critical reception = =

" Heavy Crown " received generally positive reviews from music critics . Kevipod from *Direct Lyrics* described the song as " the most @-@ anticipated track " from *Reclassified* , writing " love the contrast between the menacing , raucous Iggy Azalea verses to the vulnerable Ellie choruses " . When the track premiered ahead of the release of *Reclassified* , one writer from *Capital* wrote that "

it doesn't disappoint ! " . Carl Smith from SugarScape described the track as " SASS CENTRAL " , ending his review with " it 's generally just our new office jam " . The track was also well received by Jim Farber of the New York Daily News , who commended the tracks instrumental and Goulding 's " cocky " cameo . In a positive review , Nolan Feeney from TIME commented that " ' Heavy Crown ' won't change the minds of anyone who 's already written off the rapper , but Iggy 's double @-@ time rap over the militaristic march seems more at ease than the occasionally clunky verses on early singles . " He went on to describe Azalea 's first verse in the song as " unforgettable " , and described Goulding 's vocals as " smooth " . A writer for Fuse commented that " Iggy and Ellie know they 're on top and aren't planning on moving from their spot anytime soon . "

Upon Reclassified 's release , many critics deemed " Heavy Crown " to be a standout cut from the album . Idolator 's Mike Wass said that of the new material on the re @-@ release , it " stands out as another future hit " . Allan Raible of ABC News picked the track as one of three ' focus tracks ' from Reclassified , writing " ' Heavy Crown ' is interesting because during the verses , the beat is really hard @-@ hitting and during the chorus , the music recedes to give Goulding a lush minimalist backdrop . It creates an interesting bit of contrast . " A writer for The Cavalier Daily also thought of " Heavy Crown " as a standout track from Reclassified , and described it as a harsher alternative to Azalea 's 2014 single " Black Widow " , specifically the song 's " much harder beat drop " .

In a mixed review of the song , Daryl Nelson from The Boombox thought that Azalea seemed " pissed " on the track , and questioned the over @-@ usage of the term " hater " . Jake Rickun , a writer for the Badger Herald , panned Reclassified . In his review , he described " Heavy Crown " as an ironic statement , " but it 's on ' Heavy Crown , ' in a candid moment of irony , where Azalea is most telling . ' Get rid of the makeup let us just see who you is , ' she raps . For an Australian @-@ born rapper who denies her roots and sits comfortably in American culture , Azalea seems to forget how much proverbial makeup she cakes on herself " .

= = = Accolades = = =

Digital Spy named " Heavy Crown " as one of their weekly ' 10 Tracks You Need To Hear ' , placing the song at number three on their list , writing " together they deliver a hardline and bolshy hip @-@ hop number that is sure to help secure that chart throne for a little longer yet " . Fuse placed the track at number eleven on their list of the ' 12 Best Female Collaborations Of 2014 ' , describing the track as a " (tragically) under @-@ appreciated jam " .

= = Credits and personnel = =

Credits adapted from Reclassified liner notes .

Locations

Recorded at Sarm West Coast and Grove Studios . (London , UK)

Personnel

= = Charts = =