

= I Luv This Shit =

" I Luv This Shit " (clean version titled " I Luv This ") is a song by American recording artist August Alsina . It features a guest appearance American rapper Trinidad James . It was released on February 19 , 2013 by Def Jam Recordings as the first single from Alsina 's debut EP *Downtown : Life Under the Gun* (2013) , and was included on his first studio album , *Testimony* (2014) . " I Luv This Shit " is an R & B song about partying with alcohol and drugs . Two remixes ? one featuring Birdman and another featuring Trey Songz and Chris Brown ? were released .

The song was well received by music critics , and peaked at number fifty @-@ one on the US Billboard Hot 100 and number fifteen on the Hot R & B / Hip @-@ Hop Songs chart . It was promoted by a Motion Family @-@ directed music video and performances on *The Wendy Williams Show* , *106 & Park* and *The Arsenio Hall Show* .

= = Background and composition = =

" I Luv This Shit " was written by August Alsina , The Exclusives (Sean McMillion and Ralph Jeanty) , Samuel Irving III , Christine Massa , and Trinidad James and was produced by Knucklehead . It was recorded by McMillion and Cody Sciarra at Goldie 's Playhouse and Zac Recording Studios in Atlanta , Georgia , and mixed by Jaycen Joshua with assistance from Trehy Harris at Larrabee Sound Studios , North Hollywood . Vocals were produced by The Exclusives . Knucklehead told *Vibe* in 2014 that he created the song 's beat and knew it would be successful , stating : " I just knew what [Alsina 's] voice was gonna do over my beat . And that beat didn 't sound like [any] thing else at the time that was out ... When I made the beat , I called him immediately after I finished it . " After playing the beat to Alsina and The Exclusives , they recorded the song in one hour . It is an R & B song instrumented by guitar , synthesizer , synth @-@ horns and a heavy bassline . The production was compared by *Spin* 's Brandon Soderberg to the work of The @-@ Dream . It revolves around about partying with alcohol and drugs with the central hook " I love this shit " , and references the vodka Ciroc , yet there is an element of sorrow to Alsina 's vocals . James ' verse contemplates human nature , according to Gregory Adams of *Exclaim !* . " I Luv This Shit " was originally recorded for Alsina 's mixtape *The Product 2* (2013) , and was included on his debut EP *Downtown : Life Under the Gun* (2013) . It was also a bonus track on his first studio album , *Testimony* (2014) .

= = Release = =

" I Luv This Shit " was released as a digital download by Def Jam Recordings on February 19 , 2013 in Canada and the United States . A remix of the song , titled " I Luv This Shit (G @-@ Mix) " , was made available for streaming in May 2013 and features Birdman . The single impacted rhythmic contemporary radio in the United States on September 3 , 2013 . Trey Songz and Chris Brown appeared on another remix of " I Luv This Shit " ; it was released for digital download by Def Jam on October 4 , 2013 in the US . Songz and Brown wrote their verses of the remix . Alsina 's vocals for the remix were recorded by Macmillion at Upper Class Studios , Atlanta . Songz ' vocals were recorded by Anthony Daniels at Premier Studios in New York City and Brown 's were recorded by Brian Springer at Glenwood Studios in Burbank , California .

= = Reception = =

AllMusic 's Andy Kellman picked " I Luv This Shit " as one of the best tracks from both *Downtown* and *Testimony* . Gregory Adams of *Exclaim !* praised Alsina 's " velvety " vocal delivery on the song . Brandon Soderberg from *Spin* called it " one of the more mazy and rewarding radio R & B songs in quite some time " , but was unimpressed with the Songz and Brown remix 's shift from partying to sexual intercourse , particularly the rewriting of the hook as " She loves this shit " or " You love this shit " . A panel of writers for *Complex* placed " I Luv This Shit " at number thirty @-@ three on its list of the 50 Best Songs of 2013 ; Claire Lobenfeld disapproved of James ' verse but lauded the "

quivering beauty " of Alsina 's voice . At the 2014 BET Awards , " I Luv This Shit " won the award for Viewer 's Choice and was nominated for the award of Best Collaboration , losing to " Drunk in Love " by Beyoncé and Jay @-@ Z.

" I Luv This Shit " topped the Mainstream R & B / Hip @-@ Hop chart for two weeks in October 2013 , becoming the first R & B artist to reach number one with a debut single since Jeremih with " Birthday Sex " in 2009 . On the main Hot R & B / Hip @-@ Hop Songs , it reached number fifteen , and peaked at number nineteen on the Rhythmic chart . It spent three weeks atop the US Heatseekers Songs in October and November 2013 , then peaked at number fifty @-@ one on the Billboard Hot 100 . On March 6 , 2014 the Recording Industry Association of America (RIAA) certified " I Luv This Shit " gold for shipping 500 @,@ 000 copies . The certification was updated to platinum (1 @,@ 000 @,@ 000) on October 2 , 2014 .

= = Music video and live performances = =

The music video for " I Luv This Shit " was filmed in Atlanta in January 2013 and directed by Motion Family . Alsina sleeps with two women , then James delivers his verse while a woman dances next to him . At the end of the song Alsina and James go to a strip club , where the two women see each other and engage in an argument while Alsina laughs . Alsina performed " I Luv This Shit " on The Wendy Williams Show on October 28 , 2013 . For the New Year 's Eve 2013 special of 106 & Park , titled 106 & Party , he performed the remix of the song with Songz and the remix of " Numb " . On April 1 , 2014 Alsina was interviewed and performed a medley of " Make It Home " and " I Luv This Shit " on late @-@ night talk show The Arsenio Hall Show . At the 2014 BET Awards , Alsina performed " Kissin ' on My Tattoos " before transitioning into " I Luv This Shit " . Songz and Brown joined him and sang their verses of the remix . Songz finished the performance with " Na Na " .

= = Charts = =