

= Spice (Perfume song) =

" Spice " (????? , Supaisu) is a song recorded by Japanese girl group Perfume for their third studio album , JPN (2011) . It premiered on November 2 , 2011 as the fifth and final single from the album in Japan . It was written , composed , arranged , and produced by Japanese musician and Capsule member Yasutaka Nakata . The single also included the B @-@ side track " Glitter " , which appeared on the parent album . It was also released on June 19 , 2013 through European and Oceanic regions , and June 25 in North America . Musically , " Spice " is a house song .

Upon its release , the track garnered mixed reviews from music critics . Some critics highlighted the song as one of Perfume 's best singles from their album , whilst some felt the composition was uninteresting . It was also successful in Japan , peaking at number two both on the Oricon Singles Chart and Billboard 's Japan Hot 100 chart . It was certified gold by the Recording Industry Association of Japan (RIAJ) for physical shipments of 100 @,@ 000 units . An accompanying music video was shot by Shimada Daisuke ; it features the girls performing the song in a dining room . It was performed on the groups 2011 JPN concert tour .

= = Background and composition = =

" Spice " was written , composed , arranged , and produced by Japanese musician and Capsule member Yasutaka Nakata . It was recorded , mixed , and mastered by him . The song was recorded in 2010 at Contemode Studios , Shibuya , Tokyo by Nakata . Together with the album 's remaining material , " Spice " has partial rights by Nakata through Yahama Music Communications . The single also included the B @-@ side track " Glitter " ; another version , re @-@ composed by Nakata , appeared on JPN instead . It premiered on November 2 , 2011 as the fifth and final single from the album . It was also released digitally on June 19 , 2013 through European and Oceanic regions , and June 25 in North America .

The maxi CD of the single contains both " Spice " and " Glitter " , plus their instrumental versions . The cover artwork was photographed by Japanese photographer Hiroshi Nomura and features the girls sitting on a circle window . Musically , " Spice " was described as an house song with elements of pop music and synthpop . Paul Browne from J @-@ Pop Go noted that the song " sees Perfume step down gear a bit for a more mid @-@ tempo effort . " A staff editor from Selective Hearing noted that the song incorporated elements of 80s synthpop music . Ian Martin from The Japan Times said the song incorporated elements of Westernised pop music .

= = Critical response = =

Upon its release , " Spice " received mixed reviews from most music critics . Asian Junkie editor Random J reviewed the song on his personal blog , and highlighted it as one of the best tracks on the album . Similarly , Paul Browne from J @-@ Pop Go also selected it as one of the album 's best tracks . A staff editor from CD Journal was positive in his / her review , complimenting Nakata 's composition . A staff editor from Selective Hearing was mixed in his / her review of the song ; the reviewer said that it , " isn 't the greatest thing the group has done for an a @-@ side but there 's enough to make it worth listening to . The layered vocals will probably hook most before they realize that they 've heard all this before . " As a result , the reviewer concluded that they would recommended the B @-@ side " Glitter " over " Spice " . Ian Martin from The Japan Times was particularly negative in his review , labelling the song an " otherwise unremarkable closing number ... "

= = Commercial performance = =

In Japan , " Spice " was successful on several record charts . It debuted at number two on the Oricon Singles Chart ; it sold 75 @,@ 688 units in its first week of sales . It was the group 's fifth consecutive charting single to reach number two on that chart . The following week , the single fell

outside the top ten to number 13 , selling 7 @, @ 136 units . It lasted for 10 weeks on the chart , totaling 90 @, @ 471 units by the end of 2011 . The song peaked at number two on Billboard 's Japan Hot 100 chart . It was certified gold by the Recording Industry Association of Japan (RIAJ) for physical shipments of 100 @, @ 000 units .

= = Music video = =

The accompanying music video was directed by Shimada Daisuke . The group 's outfits from the single cover sleeve was used again for the video shoot . The music video was released on October 27 , 2011 , through Tokuma Japan 's official YouTube channel . The music video appeared on the DVD single . The music video also appeared on Perfume 's DVD compilation sets for JPN and Perfume Clips (2014) .

= = = Synopsis = = =

The music video opens with several shots of a dining table ; it includes uneaten sweets , foods , and small pink bird ornaments . The first verse features close @-@ ups of the girls singing and dancing to the song , in front of a beige backdrop . The chorus section has three scenes of each member ; Kashiyyuka is seen laying down with an electronics cable in her hand ; Nocchi is seen at the dining table ; and A @-@ Chan is seen under a table with a cable telephone . During the instrumental break , close @-@ up shots (yet very blurry) features a fish bowl that have small fishing swimming around . The second verse repeats the first verses video shoots .

The second chorus has the girls dancing on the table , knocking several pieces of food and tuppleware onto the ground . A @-@ Chan is seen lying down on a pillow , whilst Kashiyyuka balances a book and an apple on her head . Both of these scenes have them throwing several pieces of food onto the table . Nocchi is seen at the dining table , holding a fork and listen to music through her headphones . She witnesses a small door underneath a stool , opens it , and sees a small green room . In the room , a blurred image of a cup starts to become clear , and holds small candy . As the girls eat the pieces of candy , their cream @-@ coloured dresses turn into the outfits from the cover sleeve from the single . The girls start dancing in the fish bowl , surrounded by glittery lights . The final scene has the girls looking through the small door again , only to witness the dining room table empty ; the small cup with candy appears in beige colouring rather than full @-@ on vibrancy .

= = Promotion and live performances = =

The song and its B @-@ side track has been used in commercials and television series within Japan . " Spice " was used as the theme song for the Japanese Tokyo Broadcasting System television series , Sengyoshufu Tantei . The B @-@ side song , " Glitter " , was first used in the commercial for Japanese company Kirin . The group 's producer , Yasutaka Nakata , was heavily influenced by the image of the drama when he wrote " Spice " ; it ? s also the first time that he produced a soundtrack for them . The single was performed on their 2011 JPN concert tour , where it was included during the second segment . It was included on the live DVD , released in mid 2012 . The song was included on the group 's 180 Gram vinyl compilation box set , Perfume : Complete LP Box (2016) .

= = Track listings and formats = =

= = Credits and personnel = =

Details adapted from the liner notes of the parent album .
Ayano ?moto (Nocchi) ? vocals

Yuka Kashino (KashiYuka) ? vocals

Ayaka Nishiwaki (A @-@ Chan) ? vocals

Yasutaka Nakata ? producer , composer , arranger , mixing , mastering .

Shimada Daisuke ? video director

Tokuma Japan Communications ? record label

= = Chart and certifications = =

= = Release history = =