

= Rose Colored Glasses (Kelly Rowland song) =

" Rose Colored Glasses " is a song by American recording artist Kelly Rowland , recorded for her third studio album , Here I Am (2011) . It was written by Ester Dean and Lukasz " Dr. Luke " Gottwald , with lyrics reflecting the different perspectives on relationships and how one can perceive a relationship different from the outside . It opens with an electro @-@ crescendo followed with vocals by Rowland while Emily Wright produced Rowland 's vocals ; the production is based upon layered synths and drums , programmed by Dr. Luke . Dean helped Rowland to record the song , which Rowland said made her cry as it reminded her of her own experiences in past relationships . " Rose Colored Glasses " also had an effect on Rowland 's vocals , causing them to swell . The song was serviced to rhythmic and contemporary hit radio on June 29 , 2010 . Critics praised " Rose Colored Glasses " as one of Rowland 's strongest vocal and emotional performances to date .

The arrangement and delivery were praised as being classy , while the critics felt that the overall emotion of the song gave Rowland the best chance of achieving US chart success . " Rose Colored Glasses " was released on June 28 , 2010 across some parts of Europe , and a day later in the United States and Canada , where it was intended to be one of the album 's two lead singles . An accompanying 3 @-@ D concept music video , directed by John " Rankin " Wadell was released , featuring atmospheric visuals and mood @-@ lit scenes including streamers , doves , and rose petals . Reception for the video was positive , praising its simplicity and noting the stunning visuals and variety of outfits worn by Rowland . The single had limited chart success , entering the top @-@ forty radio airplay charts in Slovakia and the United States , but failed to appear on the US Billboard Hot 100 . It is excluded from the US track listing for Here I Am .

= = Background = =

At the 2010 Winter Music Conference , Rowland confirmed she was ready to release the lead single from her third studio album . On March 29 , 2010 , during the conference , she debuted the David Guetta @-@ helmed song , " Commander " with her live performance of the song . However , just prior to its release , Rowland 's label (Universal Motown) confirmed that the song would only be fully released as a single in international markets . At the end of May 2010 , Rowland announced that " Shake Them Haters Off " , penned by singer @-@ songwriter Ne @-@ Yo , would be the American lead single for her third album . Prior to its release , " Shake Them Haters Off " was replaced by two new songs , one for urban radio and one for contemporary hit radio . " Rose Colored Glasses " was unveiled as the pop lead single , and serviced to both contemporary and rhythmic radio on June 29 , 2010 . It was also released for digital download on June 29 , 2010 in Canada and the United States . The urban single , " Grown Woman " , was also serviced to urban , urban adult contemporary and rhythmic radio on June 29 , 2010 . At the time of this announcement , it meant that three singles would precede the album before its worldwide release . However , the album was pushed back into 2011 , leaving time for two other singles to precede the album : " Forever and a Day " (2010) and " Motivation " (2011) .

= = Music and recording = =

? Rose Colored Glasses ? is a mid @-@ tempo electropop ballad written by Ester Dean and Lukasz Gottwald (Dr. Luke) . The song , which opens with an electro @-@ crescendo followed by Rowland 's vocals , has a layered synth production , courtesy of Dr. Luke . In the lyrics , Rowland " explores the subtle ways that perspective can truly change everything ... [telling] a story of a relationship that , on the outside , seems troubled . " Lizzie Goodwin , from entertainment website Gather.com , called the song an " addition to your break @-@ up / female empowerment playlist . " Dean accompanied Rowland in the recording studios when she recorded the song .

During an interview for Rowland 's segment in the iheartradio concert series , it was revealed that " Rose Colored Glasses " had made Rowland cry . She said ? the first time I heard the song it made me think of all of the relationships where I had to wear rose colored glasses , ? in particular noting

her past ? toxic relationships ? and ? situations where I needed to leave ? as the causes of her Rowland ? s tears . Later it was revealed that the song had made Rowland ? s vocals swell . During an interview for The Belfast Telegraph , Rowland spoke of the songs she had recorded for her third studio album . When speaking of " Rose Colored Glasses " , she said that it had taken its toll on her , ? It brought back a few memories , and when I recorded it I cried so much my vocal chords got swollen . " She also expressed her pleasure at being able to sing about her experiences .

" It 's just so nice to express that emotion and get it all out there because everyone out there , I 'm sure you guys can relate to the pain of feeling like a complete idiot when everybody 's laughing at you when you 're getting played by the person in your life at the time . And you just need to take off your rose colored glasses . "

= = Critical reception = =

The song was praised by critics who agreed that it was Rowland 's best chance of reaching the US Billboard Hot 100 again . They praised both production and vocal delivery of the song . Robbie Daw of Idolator said that , although he " liked the dancability of the Kelly 's upbeat tunes , " it was " as nice to hear her take on a ballad again . " He called the single her best chance of " finally crack [ing] the upper reaches of the Hot 100 once again . " Following the video 's premier , Daw said that , alongside " Kelly looking stunning in the video , " the song had " hit " potential . " Surely the timing is right ? especially with all the other singles Dr. Luke has had a hand in dominating the charts ? for Rowland to be allowed into the spotlight once more . " Lizzie Goodwin of Gather.com agreed that the song , though different from her previous singles , stands on its own as a catchy tune . " Though it ? s no ' When Love Takes Over ' , Kelly Rowland ? s latest single and music video ' Rose Colored Glasses ' isn ? t half @-@ bad . It might not be a dance hit , but her new single is pretty catchy and is a great addition to include in a breakup / girl empowerment playlist . " Mack from Sound @-@ Savvy said , " Kelly always makes those love songs that make you re @-@ examine things ... While I don ? t think Rose Colored Glasses will impact as hard as Commander , it 's a formidable single in its own right and I kinda like it . " Despite accepting that Rowland has had her moments with the club songs , Melinda Newman of HitFix praised Dr. Luke 's production work , stating that " the song is a show stopper (a nice production by him - we often find him too slick) . " Jeremy Helligar of True / Slant said that Rowland had done a smart thing by not releasing " Commander " in the United States . He said , " [Rowland 's] edgier preference of dance music is very different to the dance @-@ pop that Lady Gaga often tops the charts with . " He later added that the song was " still to the left of what normally passes for modern R & B. " PopinStereo said that the electro ballad " sounds fresh and breathtaking " thanks to an " amazing production " and " great vocal delivery . "

= = Release and chart performance = =

When the single 's cover was revealed , it divided opinions . Becky Bain of Idolator liked " simplicity of the black and white cover , " though she felt it strange that the image " didn 't have color or glasses . " Rap @-@ Up magazine thought the opposite to Bain , saying that " Rowland 's eyes do the talking with the black @-@ and @-@ white artwork . " On June 28 , 2010 , the single was released as a digital download in Belgium , Norway , and Sweden . A day later , it was sent to American pop and rhythmic radio , as well as released for digital download . On July 23 , 2010 , it was also released in other parts of Europe , including Italy and The Netherlands . Media Base 's seven @-@ day airplay report showed that in the last week of August , " Rose Colored Glasses " managed to peak at number thirty @-@ nine on the US Top 40 Airplay chart , a component of the Mainstream Top 40 chart published by Billboard . However , by the week ending September 11 , 2010 , it had received no adds to official playlists , despite being played 585 times across thirty @-@ four stations . The only other territory where the song charted was Slovakia . It debuted on the Slovakian Airplay Chart at number sixty @-@ eight before peaking at number twenty @-@ five three weeks later .

= = Music video = =

= = = Background and concept = = =

Rowland first revealed on New York 's 103 @. @ 5 KTU FM that the video was due to be filmed in the last week of July 2010 . The video shoot began on July 31 , 2010 . The clip was filmed using 3 @- @ D technology and was directed by British fashion photographer John " Rankin " Wadell , whose previous credits include " Say it Right " by Nelly Furtado and " Acapella " by Kelis . Behind @- @ the @- @ scenes footage on Rap @- @ Up TV revealed that the video focuses on the pain of leaving a relationship .

Scenes in the video include vivid colors , unique visuals , and mood @- @ responsive lighting . During the shoot , Rowland said , " This video has been one of the best video experiences I ? ve ever had . I ? ve shot a lot of videos , but this one is probably the most intriguing because of how it ? s shot , the lighting ? everything is so detailed . " Rankin said that " the concept for the video was 3D " to best portray how " the people look at your relationships with an optimism that can 't be seen from the inside . " The scenes feature the use of circular trap and turntables so that Rowland " could be seen from every angle . " " Rose Colored Glasses " was set to premier on the Vevo network on September 20 , 2010 ; however , it was uploaded to her Vevo account on September 15 , 2010 , five days earlier than expected .

= = = Synopsis = = =

At the beginning of the video , Rowland is seen dressed in waist @- @ high trousers , a white blouse , and a black tie . The first scene of the video features Rowland and her love interest , played by Alvino Lewis , arguing . During the song 's build @- @ up , she is dressed in a black @- @ and @- @ white netted catsuit , standing in front of pink and red streamers . Just before the chorus , she appears in a low cut corset against a dark backdrop with her hair tied in a tight bun . In the chorus , she appears in a gold dress on a turntable surrounded by smoke , spliced with scenes of the argument and a blue @- @ tinged image of Rowland . As she sings the hook of the song , the camera flicks to a scene where she is surrounded by windswept rose petals (top frame) . During the second verse , the blue tinged image of Rowland is seen again , as is a new scene where she is on the turntable again dressed in a black ball gown with frills around the neck and shoulder . This is spliced with more scenes of Rowland in her gold dress . As the chorus builds for a second time , Rowland is seen wearing a tube dress before switching to the dark corset scene where it begins to rain . Rowland is then seen surrounded by white doves (bottom frame) which fly around her while she spins on the circular trap . The bridge of the song focuses on the dark corset scenes where the rain increases and Rowland 's facial expressions display deep sadness . Billboard commented on the last scenes : " In the end , Rowland finally takes those ' Rose Colored Glasses ' off ? the ones that have prevented her from seeing how truly damaging her relationship is ? punching through a glass wall before pastel @- @ colored butterflies appear in representation of her breakthrough . " The video ends with blue @- @ tinged images , where she sheds a single tear .

= = = Reception = = =

Critics generally praised the clip 's simplicity , the visuals , and the choice of outfits . A reviewer from Rap @- @ Up said , " Kelly Rowland turns her tears into art in the eye @- @ popping video for ' Rose Colored Glasses ' ... " They focused on the choice of visuals , saying that " the clip shows the Destiny 's Child alum struggling with a relationship , while numerous wardrobe changes , vivid colors , doves , and stunning shots of Kelly burst onto the screen . " Liz Goodwin of Gather.com agreed with the visuals , saying , " In the music video , Kelly Rowland 's body is looking fantastic . (Though she could switch up the weave for another hairstyle .) The outfits are hot ? she ? s looking fit ! Kudos to Kelly for pulling off the very , very low @- @ cut corset without falling out of it ! She can be

grateful to gravity for still being on her side ... and for double @-@ sided tape . " Robbie Daw of Idolator said , " We hope two things happen now that Kelly Rowland ' s Rankin @-@ directed ' Rose Colored Glasses ' music video has premiered : 1 .) you like it and show Miss Kelly some love on iTunes , and 2 .) radio programmers in this fine country open their ears and show Miss Kelly major love on the airwaves ... Kelly looks truly stunning in this video , from the opening shot of her wearing a dress shirt and tie to the couture dresses she vamps in expertly . "

Marisel Concepcion of Billboard was also positive of the video , saying that " not only does she walk away from an unhealthy situation in the clip - she looks completely stunning while doing so . " A reviewer from Kayrhythm.com said , " The clip is fairly successful , despite its simplicity and sobriety , which probably result from a lack of budget . In the song , Kelly is very beautiful and very emotional because it gives way to sadness created by the decline of a relationship with her boyfriend . In the absence of a spectacular clip , Kelly still focused on her wardrobe , perfect for the occasion . " The reviewer pointed out that the video works because of Rowland having a good team behind her . " Kelly ' s team is really good . Imagine the damage that Kelly could have done with the team of Rihanna ! ... " Julia Guez of Ados.fr was also critical of the clip , saying , " The aesthetic is the rendezvous , the Destiny ' s Child alum appears sexier than ever , but why has it increased the costumes ? Something is missing ... coherence , an imprint ? We do not yet see the real Kelly ... "

= = Live performance and promotion = =

Rowland performed the single live for the first time during the set list of her iheartradio concert at P.C. Richard and Son Theater in New York City on August 25 , 2010 . However , two weeks after the performance , a reporter from the New York Post alleged that Rowland lip @-@ synced both the performance at the iheartradio concert and her appearance at KTU Beatstock . The report stated that Rowland ' s record label , Universal Motown , had banned Clear Chanel Suits from using the footage for an online video . A representative for the singer said that Rowland " sang live to a track " and the report was seemingly dismissed after iheartradio uploaded the performance footage to its official YouTube page . Meanwhile , Entertainment Weekly revealed that Rowland had recorded " Rose Colored Glasses " in Simlish for The Sims 3 : Late Night expansion pack . She reprised her performance of the single at her Walmart @-@ Soundcheck mini @-@ concert .

= = Track listing = =

Digital download

" Rose Colored Glasses " ? 4 : 01

= = Credits = =

Recording

Recorded in Los Angeles , California ; at Conway Recording Studios and Dr. Luke ' s .

Mixed at MixStar Studios in Virginia Beach , Virginia .

Mastered at Sterling Sound in New York City , New York .

Personnel

= = Charts = =

= = Radio and release history = =