

= Devil in a New Dress =

" Devil in a New Dress " is a song by American hip hop recording artist Kanye West from his fifth studio album , My Beautiful Dark Twisted Fantasy (2010) . Originally released through West 's GOOD Friday initiative , a weekly free music giveaway started by the rapper to promote My Beautiful Dark Twisted Fantasy . It later appeared on the album with an added guitar solo by producer Mike Dean and an additional guest verse featuring rapper Rick Ross . " Devil in a New Dress " was produced by Bink ! . It was the only song in the album not to be produced by West , who wrote it alongside Bink ! , Ross and Malik Jones . The song samples Smokey Robinson 's quiet storm recording " Will You Still Love Me Tomorrow " , and is themed lyrically to lust and heartache . Both the topics of love and religion serve as the main inspiration to the song .

The song received acclaim from music critics , who praised the delivery of West 's verse , the lush production and the guest appearance by Ross . It has been remixed by several musicians , such as J. Cole , Jay Electronica and Young Chris . Ross promoted the song releasing a music video in which he showcased his verse . The song was prominently featured in West 's short film Runaway during a dinner room sequence . It charted on the South Korean Gaon Chart at position 99 .

= = Background = =

" Devil in a New Dress " was first released on September 3 , 2010 , and was the fourth song to be featured apart of Kanye West 's GOOD Fridays , a music giveaway that provided free MP3 downloads every week . The intention was to release a free new song every Friday for a few months , and the weekly tracks generally featured various rappers from his label , GOOD Music , and other artists he usually collaborated with . Though it was the fourth GOOD Fridays song released , it was the second completely original track premiered . During its initial release , Consequence of Sound reported , " the Chicago based rapper has shared Devil in a New Dress ' , a song which is rumored to be included on West 's still untitled fifth studio album . Compared to his other recent joints , the track is rather minimal in nature . It clocks in at less than three minutes and features no guest contributors . In fact , it 's the accompanying beat which actually makes the post @-@ midnight release worth our time . " The song was often rumored to be featured on West 's new album , appearing on a leaked tracklist . It was later confirmed to appear on the album , albeit as a vastly different version . It was released digitally following the release of the album .

= = = Recording = = =

Following some media controversies , West chose to record the majority of his fifth studio My Beautiful Dark Twisted Fantasy in a reclusive manner in Oahu , Hawaii . Like the majority of the album , " Devil in a New Dress " was composed there . Rapper Rick Ross was invited to Hawaii to work with West , because West was set to produce the song " Live Fast , Die Young " , which appeared on Teflon Don , an album by Ross . Ross was not initially intended to be featured on West 's album , however he walked in while West was recording another track , " Monster " . Ross was so impressed with what he heard and asked if he could deliver an intro to the song . West enjoyed what Ross brought to the song and invited him back to his studio during the final stages of the album , to record a guest verse on an extended " Devil in a New Dress " . According to Ross , the verse was added the day before the album had to be turned into the record label . In an interview with MTV discussing the composition of the song , Ross commented :

I got a call , they wanted me to be a part of that record . [...] It was actually the last day before Kanye had to turn the record in , and I think that pressure just made it that much more special to me . So I just sat there , approached the record openly and as straightforward as I could . When I laid the verse , 30 minutes later , I was extremely happy . I sent it to him , and he was too . I think it was one of the dopest verses I did this year . "

Ross favorably compared the recording sessions to his past in school . He mused , " it 's like everybody is a student : You walk into a session , and it 's all about the subject at hand . " The

remastered album version featured a new guitar solo , composed by producer Bink ! . Bink ! is most famous for his contributions to Jay @-@ Z 's album , The Blueprint , which has been described a " pioneering album " by Pitchfork Media 's Ryan Dombal and was West 's big break as a producer . West and Bink ! originally became friends while producing another Jay @-@ Z album , The Dynasty : Roc La Familia in the late 1990s . Bink ! described that the two producers quickly developed a mutual respect for each other . Bink ! commented on the first time he showed the composition to West , saying " the reaction I got from him after I played the beat for the first time was real intense . " Immediately Bink ! knew that West was going to use the production . Initially , he wasn 't sure whether or how West was going to use the song for his album , and expressed surprise that West dropped the song as a free track prior to the album 's release .

= = Composition = =

The song is 5 minutes , 52 seconds long , though the originally released version was less than 3 minutes . The song is built on a soulful sample of Smokey Robinson 's quiet storm recording " Will You Still Love Me Tomorrow " , with an extended guitar solo . The song features a synth @-@ heavy breakdown , complete with guitar riffs , before Ross arrives , spitting : " I never needed acceptance from all you outsiders / Had cyphers with Yeezy before his mouth wired / Before his jaw shattered , climbing up the lord 's ladder / We still speeding , running signs like they don 't matter . " It is the only album track without production by West , but features his characteristic style of manipulating the pitch and tempo of classic soul samples . West raps in a flow similar to that of rapper Nas , commenting about the women who have wronged him in the past and his struggles with religion . Ann Powers of Los Angeles Times commented that the track reveals West 's true feelings on women ;

" His tormenters are usually untrustworthy temptresses , though occasionally they 're authority figures who judge him as a criminal trespasser or a cultural arriviste . And songs such as the porno fantasy ' Hell of a Life ' and the siren @-@ slaying ' Devil in a New Dress ' (featuring the consummately macho Ross) revive familiar mythologies about women ? that they 're monsters , killers , fallen angels ? in language vibrant enough to fully revive these old stereotypes . "

MTV stated that " ' Dress ' continues [Kanye 's] return to the soulful old @-@ school sounds he championed in his early work " and that " West works an easy flow over the midtempo joint replete with feathery falsetto backing vocals an overall buttery ' 70s feel . Despite the laidback groove , West shows his vulnerable side , as he laments being loved and left . " " Devil in a New Dress " contains lyrics about lust and heartache , with sexual and religious imagery described by one critic as " part bedroom allure , part angelic prayer " . Rap @-@ Up called it a " female @-@ focused song " and a " soulful track , boasting a slow @-@ rolling beat with a haunting vocal sample . ? Alex Koenig of Knightnews wrote " over piano flourishes and a scintillating string section contain some of the funniest tongue @-@ in @-@ cheek lyrics about women Kanye ever managed : ' I hit the Jamaican spot , at the bar , take a seat / I ordered the jerk , she said you are what you eat . ' Kanye might be on his quest for love , but he still isn 't able to tolerate gold @-@ digging girls who are only after his cash : ' And outta all the colors that are still up the skies / You got green on your mind , I can see it in your eyes . ' "

= = Reception = =

" Devil in a New Dress " has received general acclaim from music critics , and was noted for its soulful production , as well as the verse provided by Ross . It was considered a highlight of My Beautiful Dark Twisted Fantasy , and has been described as " perhaps the easiest song to like on first listen . " It was compared favorably to songs from West 's debut studio album The College Dropout by Jon Caramanica of The New York Times . Channing Freeman of Sputnikmusic felt that the track brought out the best in Ross . Slant Magazine viewed that on " Devil in a New Dress " , West perfected the sampling style he helped make popular , and commented that West " manipulates the pitch and tempo of Smokey Robinson 's ' Will You Love Me Tomorrow ? ' until it

crawls luxuriantly out of the speakers like wine poured in slow motion . It 's a gorgeous slow burner that turns tragic in its third act , as Kanye 's rhymes swap lust for heartache before distorted guitar lines and a muscular verse from Rick Ross close it out " .

Chicago Sun @-@ Times praised West 's vocal delivery , saying " he rips more hard raps on ' Devil in a New Dress ' -- chuckling through lines like , ' We love Jesus / but you done learned a lot from Satan / We ain 't married / but tonight I need some consummation , ' and later chewing through an impersonation of a preacher , ' Say @-@ tan ! Say @-@ tan ! Say @-@ tan ! ' ? all over a fluttery , high , quiet @-@ storm soul vocal that 's part bedroom allure , part angelic prayer . " MTV stated " West 's breezy GOOD Fridays release gets a wintertime tune @-@ up with Ross riding shotgun . The Miami Don 's majestic contribution comes with a revamped breakdown setting up his slick boats . Still , Yeezy 's verse holds up over the Boss 's even with the refinement . " Dan Vidal of URB stated Ross brought his best to the track , writing that he " steps his tired old coke @-@ rhymes up to intense lyrical portraits on the final version of ' Devil In A New Dress ' . " Stereogum 's Amrit Singh described the production style as a throwback to vintage hip @-@ hop beats , and praised West 's extended use of metaphors on the track . AbsolutePunk 's Drew Beringer cited the track as an example of West 's " penchant for soul " , calling the track excellent . AllMusic 's Andy Kellman also described the beat as a " throwback soul production " , writing that it was " provided by the Smokey Robinson @-@ sampling Bink , it ? s as gorgeous as any of West ? s own early work , yet it ? s marred by an aimless instrumental stretch , roughly 90 seconds in length , that involves some incongruent electric guitar flame @-@ out . "

The Village Voice 's Sean Fennessey commented that the production by Bink ! was gorgeous in nature . He compared the original three @-@ minute long version of the song to the one on the album , writing that the original " was affecting , funny (? I ordered the jerk , she said ' You are what you eat . ' ?) and soulful ? a touch of the old Ye . And just three minutes long . But the album version is something bigger , with a magisterial guest verse from Rick Ross (appearing twice here) that comes after an odd but sumptuous acid @-@ jazz breakdown . " Craig Jenkins of Prefix Music opined that " Bink ? s beat for ' Devil in a New Dress ' peters out midway through , and a live band plays a sultry , emotive take on that beat . " Andrew Barber of Complex stated that for the people disappointed in the briefness of the verses provided by Ross on " Monster " , this track more than makes up for it . Barber favorably compared the track to the style of West 's older songs , and commented that it showcased West 's " softer , more vulnerable side , opening up about a woman . "

= = Marketing = =

= = = Promotion = = =

The song appears in West 's short film Runaway , an extended 35 minute long music video which features a majority of the tracks featured on My Beautiful Dark Twisted Fantasy . The song is played halfway through the short during the introduction to the dinner party sequence . Ross had a music video directed containing his portion of the song , which was released on January 27 , 2011 . According to Rap Radar , " Kanye couldn't make it , so Ross took matters into his own hands and shot a video for his portion of ' Devil In A New Dress ' from My Beautiful Dark Twisted Fantasy .

Anthony Osel of Complex wrote that " Rick Ross gives us visuals for just about every freestyle , verse and song he 's ever recorded . Rozay dropped off a Spiff TV @-@ directed video for " Devil In A New Dress " from Kanye 's My Beautiful Dark Twisted Fantasy . It 's him smoking a blunt while cruising the streets of Toronto in the back seat of his 62S Maybach glancing out the window . Standard , but awesome , clip from Ross . " Ross would perform the song during his live concerts and it has even become a mainstay of his live sets . During a live performance in New York , West joined Ross and performed it along with " Monster " .

= = = Covers = = =

The song has been frequently covered and remixed by several notable rappers . Roc Nation 's Jay Electronica recorded his own freestyle and had a music video created for his version . Grammy nominated Young Chris did a freestyle over the original version of the song . Fiend released a freestyle onto his mixtape Life Behind Limo Tint and a filmed a music video . Canadian native Shad performed a freestyle of the song during a concert . Fabolous used the song 's instrumental to record " Wolves In Sheeps Clothing " which was featured on mix @-@ tape The S.O.U.L. Tape . He directed a music video to promote the song . JJ Demon recorded his own song using the instrumental . In addition , J. Cole performed a freestyle over the song , which he had stated was a tribute to West , writing ? That beat is incredible , shout out to Yeezy . Much Love . ? The song , titled " Villematic " was featured on his Friday Night Lights mixtape . AllHipHop praised his version , saying " ' Villematic ' , ' 2 Face ' , and ' Higher ' are all songs which make up a strong midsection ? it is easy to become lost in this mixtape . "

= = Chart position = =