

= DNA ( Little Mix song ) =

" DNA " is a song recorded by British girl group Little Mix for their 2012 debut album of the same name . Released as the album 's second single , the song was solicited to contemporary radio stations in the United Kingdom on 1 October 2012 . Syco digitally released the single in Ireland and the United Kingdom on 9 November 2012 . It was written by TMS , Iain James and Little Mix , while the production was handled by TMS . " DNA " is an electronic pop ballad , which incorporates R & B and techno pop musical styles . Lyrically , the song contains multiple references to scientific vocabulary and is based on themes of love and obsession .

" DNA " garnered positive reviews from music critics , who praised the group 's powerful vocals and the song 's darker sound . The song received comparisons to Katy Perry 's song " E.T. " ( 2011 ) , which was an inspirational factor in its development . " DNA " was commercially successful , debuting and peaking at number three the UK Singles Chart with sales of 72 @, @ 044 copies , becoming the group 's third consecutive top three hit there . It also reached the top ten in Ireland , Hungary and Scotland , and was certified gold in Australia where it peaked at number 48 .

The accompanying music video was directed by Sarah Chatfield and was released on 19 October 2012 . Filmed in comic book movie style , it portrays Little Mix as female assassins who stalk and then kidnap men who they are obsessed with . Critics noted the similarities from the video with that of comic series Sin City and fictional character Catwoman , and gave it positive reviews for it . Little Mix have performed " DNA " on television shows Loose Women and The X Factor . They also performed the song as a continuation of the music video 's storyline on their DNA Tour ( 2013 ) .

= = Background = =

In January 2012 , Little Mix begun recording songs for their debut album . The group worked with production team TMS , and Iain James on a number of songs at The Music Shed in London , England , four of which were chosen for the album . One of these four songs was " DNA , " which subsequently became the title of the album . The song originated from the group 's personal experiences in romantic situations . The group wanted to create a song about their own experiences so that they could improve the quality of their live performances . Edwards said : " We perform better when the lyrics mean something to us when we sing them . " " DNA " was developed to manifest a completely different side to Little Mix . When creating the song , Little Mix took into consideration which of their performances during their time on The X Factor was the most popular . Their performance of Katy Perry 's " E.T. " was the week during The X Factor where the group received the most votes . The group 's version of " E.T. " was perceived as " quite dark " by Jade Thirlwall , in turn , Thirlwall said that the group wanted " DNA " to showcase a darker side of the group . Thirlwall told Sarah Dean of The Huffington Post that the song was also inspired to show how the group has grown in maturity .

Little Mix co @-@ wrote " DNA " with TMS and Iain James . TMS developed the song 's guitar riff , drum beats and synths . It received additional vocal engineering from Daniel Aslet and Ben Collier . Serban Ghenea mixed the track at MixStar Studios in Virginia Beach , USA , and Tom Coyne was responsible for the song 's mastering . " DNA " was based on the emotions a girl develops when she first meets and dates a boy . In an interview with Emily Laurence of Seventeen , Perrie Edwards explained : " When a girl first gets with a boy , that kind of romance makes you feel really giddy and happy . That 's what ' DNA ' is about . " The group wrote " DNA " as a unique love song by coming up with scientific ideas that would match with love . It was also written as a song about obsession . Speaking to Tim Jonze of The Guardian , Leigh @-@ Anne Pinnock mentioned : " It 's not just a love song , it 's about being obsessed with someone to the extreme . And sometimes when things go bad you do go like that , you stalk them on Facebook ... "

= = Release = =

On 31 August 2012 , Jesy Nelson told Jenn Selby of Glamour that Little Mix 's third single will be

completely different from their previous two , and that it will show a different side to the group that has never been seen before . Leigh @-@ Anne Pinnock went on to reveal to Selby that the song will serve as the album 's second single , in turn resulting in the group 's debut single " Cannonball " not featuring on the album altogether . Pinnock added that the second single was a pending choice between two songs at that time , and that the group were leaning towards the " darker " and " different " track . Speaking to Selby , Pinnock reasoned the group 's choice : " It 's just a chance for us to show that we can be really serious and really show off our vocals well . This one 's really about the vocals . " On 11 September 2012 , details of the song and its title were revealed when music industry insiders were played a preview of " DNA " during the Sony Music Entertainment Conference Day . Following the conference , Chart Show TV described the song as an " electro ballad " on Twitter . Before promptly deleting the tweet , they added that the song is " very cool " and has " big vocals " . On 27 September 2012 , In : Demand announced that " DNA " will be sent to radio in the United Kingdom on 1 October 2012 . The song then leaked onto the internet on 28 September 2012 , two days before its radio premiere .

" DNA " was set to be released digitally in the United Kingdom on 12 November 2012 , but it was brought forward to a date of 9 November instead . A digital EP of " DNA " was released by Syco Music on 9 November 2012 in Ireland and the United Kingdom only . The EP features remixed versions of the song by Kat Krazy and Eyes . Both remixes received a positive response from music critics . " DNA " marks the first single by the group not to have a CD single release .

= = Composition = =

" DNA " is a mid @-@ tempo electronic and pop ballad , which incorporates influences of R & B and techno pop and runs for three minutes and 56 seconds . It contains an instrumentation consisted of a guitar riff , skittering and thumping drum beats , and spooky synthesisers accompanied with Little Mix 's vocal performance . According to music website Popjustice , the song features " a squeaky door effect " and " Cheiron @-@ style slamming smashy noises . " Vicky Newman of the Shields Gazette said that the track has an urban edge to it . The song begins with a tinkling music box before Perrie Edwards starts singing the line " Does he love you when you least expect it , " in a low register . After the second chorus , the song almost stops completely before a half @-@ rapped , half @-@ spoken middle eight , followed by a choral breakdown . The choral breakdown , described as " Gothic " by many critics , gives way to brief rave klaxon instrumentation . Viewed as a dark song by Little Mix and music critics alike , " DNA " sees the group depart from their fun and upbeat sound on previous single , " Wings " . It has been heavily compared to Katy Perry 's " E.T. " , which was an influential factor in the song 's development .

According to the digital sheet music published at Musicnotes.com by Sony / ATV Music Publishing , Little Mix 's vocal range in the song span from the note of Eb3 to Cb5 . Written in the key of E ? minor , the track is set in common time at a moderate tempo of 70 beats per minute . Lyrically , " DNA " uses scientific vocabulary to portray themes of love and obsession . Fiona Shepherd of The Scotsman wrote that the song lionises a strong man . 4Music 's Trent Maynard said that it paints a moody picture of love and deep seated biological compatibility . The chorus includes the lyrics , " It 's in his DNA , D @-@ D @-@ D @-@ DNA / It 's in his DNA / And he just takes my breath away , b @-@ b @-@ b @-@ breath away / I feel it every day / And that 's what makes a man , not hard to understand / Perfect in every way , I see it in @-@ his @-@ face / Nothing more to say , it 's in his D @-@ D @-@ D @-@ D @-@ DNA " . Leigh @-@ Anne Pinnock does the song 's half @-@ spoken half @-@ rapped middle eight in a spooky tone , mentioning , " It 's all about his kiss , contaminates my lips , our energy connects , it 's simple genetics , I 'm the X to his Y " . Music website , Popjustice , likened the song to British girl group , the Spice Girls , writing , " ' DNA ' is the ' Say You 'll Be There ' to the ' Wannabe ' of ' Wings ' " .

= = Critical reception = =

Jon Hornbuckle of So So Gay described " DNA " as " an addictive slice of dark pop , with the

chorus breakdown remaining not only a highlight on this track , but of the entire album . " The song was well received by Vicky Newman from Shields Gazette , who felt that it demonstrates the group 's " stunning " harmonies and allows their voices to " shine " . Newman also wrote that the song 's urban edge manifests Little Mix 's growth and development . Gigwise 's Andrew Trendell praised the track 's production , writing , " The skittering beats and little quirks of [ ... ] ' DNA ' make it instantly memorable . " Adrian Thrills of the Daily Mail complimented the song 's choral middle @-@ eight , deeming it " an inventive sonic flourish " . " DNA " was described as " pop perfection " by Lewis Corner of Digital Spy , who highlighted the song 's " spooky synths , pumping heartbeats and gothic choir finale " . John Earls from British newspaper , Daily Star , positively reviewed the single , calling it " a winning formula , " in addition to awarding it a nine out of ten rating . Earls went on to mention that the song is " A regal anthem that 'll have all of Girls Aloud wondering how they didn 't release it first , the Little Mixers are sounding huge at last . " . " DNA " was deemed " amazing " by Clemmie Moodie of the Daily Mirror . Eve Barlow for NME likened the song to Katy Perry 's " E.T. " and described it as " a banger " . According to Hackford Jones of music website , Pressparty , " DNA " is " a storming slice of future @-@ pop " and " a vibrant and commanding modern @-@ day pop anthem that has the Little Mix personality stamped all the way through it . " Amy Gravelle of Entertainment Wise felt that the song represents the group 's " feisty charm " . Gravelle also described the track as " an infectious catchy pop belter that proves the girls have what it takes to keep up with the best of their rivals . " Ciara Moore from The College View said that " DNA " won Little Mix a legion of teenage fans . Fiona Shepherd of The Scotsman called the song " bludgeoning , booming techno pop " . 4Music 's Trent Maynard said that " DNA " is a " much darker turn for the cheery foursome , but just as catchy and polished as their previous single . " The song was described as " an absolute gem " by Lizzie Cox of Sugar . Rick Fulton of the Daily Record positively reviewed the song , awarding it three out of five stars . Fulton deemed the song as " feisty electro fun " and " a bit harder than ' Wings ' " . He also added , " it seems Little Mix have big aspirations to be around for a lot longer than most of [ The X Factor ] ' s winners . " Nicky Diaz of The Miami Hurricane said that " DNA " shows the group 's edgier side . Diaz went on to praise the track 's harmonies and lyrics , writing , " The stand @-@ out harmonies on this song are incredible and the lyrics are catchy " . Matt Collar of AllMusic called the track " a truly catchy , infectious cut " .

One Direction 's Zayn Malik called the track a " big tune " . BBC Online 's Al Fox said that " DNA " was Little Mix 's best single to @-@ date . Michael Cragg from The Guardian listed the song as the third best song of 2012 . Music website Popjustice ranked " DNA " as the second best single of 2012 in their ' Top 45 Singles of 2012 , ' writing , " This is piece of pop art so exquisite and so important to this generation and all generations to come that it should be stored in the V & A " .

= = Chart performance = =

" DNA " debuted and peaked at number eight on the Irish Singles Chart for the week ending 15 November 2012 , becoming Little Mix 's third consecutive top ten hit in Ireland . After descending the chart for 12 weeks , the song dropped off on 14 March 2013 . It then re @-@ entered the chart at number 93 on 28 March 2013 , before dropping off two weeks later . It spent a total of 14 weeks on the chart . In the United Kingdom , " DNA " was a contender for number one when it was revealed that the single was at number two in the midweek chart , 3 @,@ 000 copies behind Bruno Mars ' " Locked Out of Heaven " . By the end of the week " DNA " entered the UK Singles Chart at number three on 24 November 2012 with sales of 72 @,@ 044 copies , behind " Locked Out of Heaven " at number two ( 75 @,@ 880 copies ) and One Direction 's " Little Things " at number one ( 85 @,@ 308 copies ) . It became Little Mix 's third consecutive top three hit in the country and went on to spend a total of nine weeks on the chart , and end the year as the 115th best @-@ selling single in the UK . In an interview with Robert Copsey of Digital Spy , Jade Thirlwall explained her disappointment in the single not becoming the group 's third number one :

Yeah , we were kind of disappointed [ ' DNA ' never got to number one ] because it sold really well . I think it was just the timing because One Direction at the same time shot straight to number one with ' Little Things ' . It 's always hard to compete with the 1D lads . And we 're chuffed to bits for

them ; we 've always been supportive of them .

" DNA " debuted at number three on the Scottish Singles Chart on 24 November 2012 , giving the group their third consecutive top three hit there . On 30 December 2012 , " DNA " debuted and peaked at number 48 on the Australian Singles Chart . The song was certified gold by the Australian Recording Industry Association , denoting sales of 35 @,@ 000 copies . On the Slovakian Airplay Chart , " DNA " debuted at number 48 for the chart 's 48th week of 2012 . After weeks of fluctuating , the song achieved its peak of number 46 during the 2nd week of 2013 . " DNA " spent a total of seven weeks on the chart . In France , it debuted and peaked on the French Singles Chart at number 177 on 4 May 2013 . On 13 May 2013 , " DNA " debuted and peaked at number ten on the Hungarian Singles Chart , becoming the group 's second most successful single in Hungary to @-@ date .

By the end of March 2013 , the single has sold over 200 @,@ 000 copies just in the UK alone .

= = Music video = =

= = = Background = = =

On 12 September 2012 , it was revealed that Little Mix were filming the music video for " DNA " . A lyric video for " DNA " was posted on Little Mix 's Vevo on 1 October 2012 . The song 's music video was directed by Sarah Chatfield , shot against a green screen for special effects . Prior to the official music video 's release , Little Mix begun a countdown to the video 's premiere by posting teasers of the video on their Vevo account . In an interview with Linds Foley of Sugar on 8 October 2012 , Little Mix promised that the music video for " DNA " will show their fans a completely different side to the group . On 15 October 2012 , the group confirmed that the video will premiere online on 19 October . Little Mix told Capital London on 18 October 2012 that they loved getting to play dark characters in the video . Speaking to the radio station , Jesy Nelson mentioned how fun and exciting the filming of the music video was . Nelson pointed out that the reasoning behind their excitement was because of how the video for " DNA " was completely different from the video for their previous single " Wings " . During the interview , Leigh @-@ Anne Pinnock explained that each member of the group plays a character in the music video , and admitted she enjoyed getting to act more in the video . Pinnock said , " I loved being able to play [ ... ] this obsessed weird person that 's just crazy over this guy . " When filming the music video , Little Mix made use of the song 's themes of love and obsession , depicting it to greater extremes .

= = = Synopsis = = =

The music video sees Little Mix adopting a new heavier look including leather outfits , bullet chains and gothic makeup , and explores themes of jealousy and obsession . It features the group hunting down men who have wronged them . Filmed in comic book movie style , Little Mix play female assassins who stalk and then kidnap men they are obsessed with . In one scene , Perrie Edwards is angrily driving a car while next to a male passenger who is bound and gagged . Edwards sports glossy red lipstick and a biker jacket , keeping her eyes on the road and paying no mind to the camera as wind blows through her hair . Jade Thirlwall is seen stalking a man outside his bedroom window . Standing outside the window ledge , Thirlwall spies on a man who captured her heart . Thirlwall wears metallic silver and black striped highwaisted trousers , with a white shirt , black bow tie and braces . Jesy Nelson 's scene is similar to that of Edwards . Nelson races to her destination in a vintage convertible with a lace visor covering her eyes as police sirens flash behind her . In another scene , Leigh @-@ Anne Pinnock masterminds the story 's plots in a secret room with a wall of evidence the group has compiled , of which includes maps and clippings . Pinnock has her hair slicked back in a long quiffed jet black ponytail , and wears an outfit that resembles that of fictional character Catwoman . The name ' Ryan ' is scabbled across the wall , and Pinnock bangs her fist against the wall .

The group come together for a dance routine on a rooftop with a backdrop of dark grey skies and strikes of lightning . All four group members are also seen pacing through a dark city wearing figure hugging outfits . The video draws to a close when the man who the group have built an unhealthy fixation to is seen tied to a chair as the group walks towards him , before the words ' To Be Continued ' appear on the screen . In an interview with Owen Myers of Popjustice , Jesy Nelson said the music video will be continued on their 2013 DNA Tour .

= = = Reception = = =

Capital London called the video " edgy " . A writer for Cool FM said that the music video is " amazing " and that it does not disappoint . Lizzie Cox of Sugar complimented the video 's storyline and the group 's leather outfits . Cox went on to call the music video " brilliant " and likened its atmosphere to that of comic series Sin City . Fehintola Betiku and Emily Sheridan for the Daily Mail described the video as " sultry " and added : " Little Mix are worlds apart from the four @-@ piece who won The X Factor last year in this monochrome four minute clip . " A writer for The Huffington Post complimented the group 's highly stylised look and mean and moody attitude . Clemmie Moore of the Daily Mirror complimented the group 's appearance in the video , saying that they are " looking hot . " Gordon Smart of The Sun described the group 's look in the music video as " fierce " and " glamorous " . Natalie Wall from Cosmopolitan labelled the music video " deliciously dark " and likened the group 's look in the video to that from their " E.T. " performance on The X Factor in 2011 . Promo News ' David Knight positively reviewed the video : " Sarah Chatfield makes an impressive return to British pop , by channeling a little bit of Sin City in her sassy and visually bold video for Little Mix 's ' DNA ' : Sarah turns the X Factor @-@ honed girls from glamorous pop stars into equally glamorous stalkers in a noirish story of obsession . " Knight added , " The ' DNA ' video is beautifully shot by Will Bex , with stark contrasts , dramatic camera angles and heavy skies pushing the film noir @-@ meets @-@ comic book look " . Lewis Corner from Digital Spy ranked the video eighth in his list of the ten best music videos from 2012 , deeming it " one of the most diva @-@ worthy videos from a girl group in years " .

= = Live performances = =

The song was performed along with " Wings " at the 2012 BBC Radio 1 Teen Awards . On 24 October 2012 , the group performed an acoustic version of the song during an online interview for SBTv on Ustream . The performance received praise by the band 's fans on Twitter . Irish radio station Spin South West complimented the performance , " Little Mix are killing it [ ... ] , not many pop stars could do this ! " Alicia Adejobi of Entertainment Wise praised the version , writing , " Little Mix are not just an ordinary girl band , they can sing live , perform an acapella and even beat @-@ box . " Little Mix performed the single live on the ninth season of The X Factor on 11 November 2012 . The group performed the song backed by a troupe of dancers and wore matching black trousers , gold and blue tops with military jackets with ammunition belts . Little Mix 's mentor during their time on The X Factor , Tulisa Contostavlos , praised the performance : " You 're professional , you 're all on point and confident now . " Spin South West said that the performance manifested why Little Mix won the competition in 2011 . Emily Sheridan of the Daily Mail positively reviewed the performance as well , writing , " The group have come a long way since [ The X Factor ] . " The group performed " DNA " on 13 November 2012 for BBC 's Live Lounge . On 23 November 2012 , Little Mix performed an acoustic version of the song on ITV show Loose Women . In December 2012 , the song was performed by the group at the Jingle Bell Ball and a Radio City 96 @.@ 7 gig without Perrie Edwards who was suffering from tonsillitis at the time . During the Radio City performance , the group wore 1990s @-@ inspired stonewashed denim outfits . Lucy Buckland of the Daily Mail positively reviewed the performance , " [ Little Mix wowed ] crowds with ' DNA ' and their ability to carry off so much jean action in 2012 . " Buckland went on to praise their look during the performance , describing it as " glam . " She also commended , " the girls seem to be doing a good job without [ Edwards ] . "

During the group 's 2013 DNA Tour , " DNA " is performed as the last song in the setlist before the encore . The phrase " Everyone has a dark side " appears in the backdrop as an into to the performMance . Digital Spy 's Lewis Corner praised the group 's performance of the song at the Hammersmith Apollo , writing , " Striking choreography , tight harmonies and sinister @-@ sweet expressions reinforced their image as the fiercely polished pop vixens they have transformed into since The X Factor . " A journalist for the Express & Star , reviewing the tour date at the Civic Hall in Wolverhampton , said that the crowd was in riotous voice during the group 's " powerful " performance of the song . Malcolm Jack of The Guardian who attended the tour 's date in Glasgow deemed " DNA " the best performance of the setlist . At the date in Ipswich , Wayne Savage of the Ipswich Star said the group sounded great during the performance of the song .

= = Credits and personnel = =

Recording and mixing

Recorded at The Music Shed , London , England ; mixed at MixStar Studios , Virginia Beach , Virginia .

Personnel

Songwriting ? Thomas Barnes , Peter Kelleher , Ben Kohn , Iain James , Perrie Edwards , Jesy Nelson , Leigh @-@ Anne Pinnock , Jade Thirlwall

Production ? TMS

Additional vocal engineering ? Daniel Aslet , Ben Collier

Drums ? Thomas Barnes

Guitar ? Ben Kohn

Synths ? Peter Kelleher

Mixing ? Serban Ghenea

Mastering ? Tom Coyne

Credits adapted from the liner notes of DNA , Sony Music Entertainment , UK .

= = Track listing = =

Digital EP

" DNA " ? 3 : 56

" DNA " ( Kat Krazy Club Mix ) ? 5 : 33

" DNA " ( Eyes Remix ) ? 4 : 43

" DNA " ( Instrumental ) ? 3 : 57

= = Charts = =

= = Release history = =