

= My Man (Jade Ewen song) =

" My Man " is a song by English singer Jade Ewen . It was written by Ina Wroldsen , and produced by Harry Sommerdahl and Kalle Engstrom for Ewen 's debut studio album . The song was released as a digital download in the United Kingdom on 17 September 2009 . Musically , " My Man " is a pop and contemporary R & B and song backed by electro and R & B beats and a synthesizer . It is notably different from her previous single " It 's My Time " , which was composed by Andrew Lloyd Webber for the Eurovision Song Contest 2009 .

" My Man " was positively reviewed by critics , who praised the chorus and Ewen 's vocals . The song peaked at number 35 on the UK Singles Chart and number 13 on the UK R & B Chart . Promotion for the single was cancelled after Ewen joined girl group Sugababes to replace founding member Keisha Buchanan . The accompanying music video for " My Man " was directed by Urban Strom and filmed in July 2009 in Beverly Hills , near Los Angeles , California . It features Ewen 's love interest using a torch to search for her in a mansion .

= = Background eand development = =

In January 2009 , Ewen participated in the UK national selection for the Eurovision Song Contest 2009 . She was eventually selected to represent the UK with the song " It 's My Time " , composed by Andrew Lloyd Webber who accompanied her on piano onstage . Ewen was placed fifth on the contest , which was the highest placing for the UK since 2002 . Having already signed with Polydor Records before the Eurovision selection , Ewen began working on her debut album . " My Man " was written by Ina Wroldsen , and produced by Harry Sommerdahl and Kalle Engstrom .

In September 2009 , it was reported that Sugababes member Amelle Berrabah had left the group and Ewen would be replacing her position in the band . Further suspicion arose amid an announcement that Ewen was " taking time off from all promotional activity for the foreseeable future " . However , it was announced on 21 September 2009 that founding Sugababes member Keisha Buchanan had left the band . Ewen was immediately announced as her replacement , and promotion for " My Man " thereafter was ceased .

= = Composition and lyrics = =

" My Man " is a pop and R & B song with influences of electro. described by Nick Levine of Digital Spy as a " sassy R & B club banger " . The song is notably different from her previous ballad , " It 's My Time " , featuring a more contemporary R & B sound than the latter . Speaking upon the change in musical direction , Ewen clarified : " What I 'm now doing now is really me , [sic] so if people don 't like it I 'm going to take it more personally . " " My Man " opens with electro and bass @-@ driven R & B beats , synthesizers that are reminiscent of those featured in " Yeah ! " by Usher , and later develops into " a pop / R & B stormer " . The lyrical content of " My Man " is about a woman who " pledges devotion to a man who sounds almost too good to be true " . Ewen stated that the lyrics were not directed at any man in particular .

= = Reception = =

= = = Critical = = =

" My Man " received positive reviews from critics . Nick Levine of Digital Spy gave the song a four out of five star rating and called it " very good contemporary pop " and a " complete U @-@ turn " from " It 's My Time " . Philip Ellwood of Entertainment Focus praised the song 's chorus , in addition to Ewen 's vocal performance . He also wrote that the end result is " a monster hit waiting to happen and a single that is better than it has any right to be " . Oikotimes.com commended the song as " instantly catchy and memorable " . Vicki Lutas of BBC described " My Man " as " sexy , strong and

ferocious " . She applauded the chorus , but admitted that the song " sounds a bit generic " and " lacks Jade 's sparkle " .

= = = Commercial = = =

" My Man " debuted and peaked at number 35 on the UK Singles Chart for the issue dated 3 October 2009 , and became Ewen 's second consecutive top forty single after " It 's My Time " , which peaked at number 27 earlier in the year . On the UK R & B Chart , " My Man " peaked at number 13 .

= = Promotion = =

= = = Music video = = =

The music video for " My Man " was directed by Urban Strom and produced by Danny Germaine in July 2009 . It was shot in a mansion in Beverly Hills , Los Angeles , California . For the video , the singer wore a " clingy " white vest and hotpants . It begins with showing a man who is in bed and cannot sleep . Ewen is later shown in the mansion which prompts the man to turn on the light of a torch , leave the bed and search for her . Ewen then begins dancing on the wall as the torch is being flashed at her by the man . During the second verse , she is shown singing on a couch , again with the torch being flashed . When the song 's bridge begins , Ewen is shown dancing outside on the porch where the man is watching her . As the video ends , it is revealed that the man was dreaming , in which Ewen appears near the room 's curtains .

The video was well received by critics . A writer from the website Female First described the video as " glamorous " , while Nadia Mendoza of The Sun called Ewen " a natural " and stated that she " oozes with sex appeal as she flirts with the camera at the plush Beverly Hills mansion " . Mendoza also praised the revamp of her image and described her as " [looking] sizzling in new shots " .

= = = Live performances = = =

Ewen first performed " My Man " on BBC Switch on 8 July 2009 . She wore a white @-@ coloured shirt , blue jeans and pink high heels . Further promotion for the song was cancelled after Ewen joined the Sugababes ; she clarified that her solo career would be " put to one side " , saying : " The Sugababes is my main project " .

= = Formats and track listings = =

= = Charts = =

= = Release history = =