

= Fading (song) =

" Fading " is a song by Barbadian recording artist Rihanna from her fifth studio album , Loud (2010) . The song was written by Jamal Jones and Ester Dean , whilst production of the song was completed by Jones under his production name , Polow da Don . Musically , the song samples Irish instrumentalist and singer @-@ songwriter Enya 's " One by One " , whilst lyrically , the song is about leaving a man in a relationship . After Loud had strong digital download sales in the United Kingdom , " Fading " charted at number 187 on that country 's singles chart in November 2010 . The song received generally positive reviews from music critics , who praised da Don 's production , but one critic criticized Rihanna for copying herself and failing to create something different . Some critics also compared it to one of Rihanna 's previous singles , " Take A Bow " . The song has also been performed on select dates of the Loud Tour (2011) .

= = Background = =

Recording sessions for Loud began in February 2010 , and continued for six months , overlapping with Rihanna 's Last Girl on Earth Tour and during production of her debut feature film , Battleship . At the beginning of March 2011 , Rihanna asked fans to help her select her next single , following the release of " S & M " . Via Twitter , fans were asked to choose from " Cheers (Drink to That) " , " Man Down " , " California King Bed " or " Fading " . The most popular choice would have its video filmed at the end of March 2011 . On March 12 , 2011 , it was confirmed that fans had selected " California King Bed " as the next single to be released from the album in the United States . In August 2011 , a new version of " Fading " was leaked online , without the Enya sample .

= = Composition and lyrics = =

" Fading " was written by Jamal James and Ester Dean , whilst production of the song was completed by Polow da Don and samples Enya 's " One by One " from her album A Day Without Rain (2000) . The song was recorded by Sandy Vee at The Bunker Studio 's in Paris , France in 2010 . Musically , the song features a piano and violin led instrumental whilst lyrically , " Fading " is about the female protagonist leaving her boyfriend because she feels that they have become distant and their relationship has faded . The lyrics of the song feature Rihanna adopting a vocal diction which urges her boyfriend to leave and walk away from the relationship , " Go on , be gone / Bye bye so long / Can 't you see we 're fading away " . As noted by Emily Mackay of NME , the song is reminiscent of one of the singer 's previous songs about a relationship gone awry , " Take A Bow " , in lyrical content and musicality .

= = Critical reception = =

Upon Loud 's release , multiple music critics wrote about " Fading " as part of their review , many of whom praised the production of the song . Emily Mackay of NME wrote about the song as part of an overall review of the album , writing " A weird baroque pop opening , violin stabs and treated vocals , builds slowly into a rolling and shuddering beat and soft , sad @-@ toned piano . Mesfin Fekadu of The Boston Globe called the track " exceptional " and compared the lyrical content to that of one of Rihanna 's previous singles " Take A Bow " , writing that Rihanna is skilled at putting out songs about being the woman in a relationship who leaves the man , as she does in " Fading " . Jon Pareles of The New York Times praised Polow da Don 's production of the song , writing " ' Fading ' strategizes with long and short elements ? sustained choruses and staccato verses , edgeless keyboard chords and notes that are suddenly truncated ? to capture the ambivalence of a failing romance . " Melissa Maerz of Rolling Stone commented that the singer manages to remain " serene " on the song , even with the sampling of Enya 's " One by One " , and added that " maybe the good girl gone bad is getting better ? " , in reference to Rihanna 's third studio album title , Good Girl Gone Bad (2007) .

Leah Greenblatt of Entertainment Weekly simply wrote of " Fading " that the song , a " walk away ballad " , is a " gorgeously synthesized moment of sweet defiance " . David Driver of Sputnikmusic wrote that " Fading " , along with " California King Bed " , are both " well @-@ done , soulful ballads " and that they are " completely free " of the sulky tones which could be found on some compositions on Rihanna 's previous album , Rated R (2009) . Colin Gentry of 4Music also noted in his review that the song communicates a passionate expression of grief to the listener . Ryan Burleson of Consequence of Sound wrote that the song was one of the best on the album , commenting that it stands out " sonically " . Burleson added that it is " a hopeful , piano and string @-@ based R & B " song , and compared to the work of late 1990s artists such as Aaliyah and Faith Evans . Ryan Dombell of Pitchfork Media criticized " Fading " as well as Rihanna herself , for copying " [her] own lightweight R & B formula so much it 's redundant " .

= = Chart performance = =

Upon the release of Loud , " Fading " charted in three territories . The song debuted at number 37 on the South Korea Gaon International Chart for the issue dated November 14 , 2010 . The following week , it fell to number 79 . " Fading " charted at number 187 on the UK Singles Chart for the issue dated November 27 , 2010 . The song was more successful on the UK R & B Chart , where it peaked at number 34 in the same chart issue . In the United States , " Fading " peaked at number 42 on the R & B / Hip @-@ hop Digital Songs chart on December 3 , 2010 .

= = Live performances = =

Though the song has never been performed live as part of a televised performance , the song was featured on the set list of select dates of the Loud Tour . Rihanna performed the song on June 6 and 7 , 2011 , at the Air Canada Centre in Toronto , Canada , where the song was featured near the end of the set . As noted by Jane Stevenson of the Toronto Sun , after performing a selection of ballads from the singer 's repertoire , including " Unfaithful " , " Hate That I Love You " and " California King Bed " , Rihanna re @-@ appeared on stage wearing a rainbow colored feathered coat , denim bra and short shorts to perform " What 's My Name ? " , " Rude Boy " , " Fading " , " Don 't Stop the Music " and " Take a Bow " .

= = Credits and personnel = =

Robyn Rihanna Fenty ? Lead Vocals
Ester Dean ? Background vocals
Jamal Jones and Ester Dean ? Songwriting
Polow da Don ? Production
Kuk Harrell , Josh Gudwin and Marcus Tovar ? Vocal Recording
Kuk Harrell ? Vocal production
Veronika Bozeman ? Additional vocal production
Damien Lewis ? Additional / Assistant Engineering
Mixed by Phil Tan at The Ninja Beat Club , Atlanta , GA ? Mixing
Recorded by Sandy Vee at The Bunker Studios , Paris ? Recording
Credits and personnel adapted from the liner notes of Loud .

= = Charts = =