

= What Makes You Beautiful =

" What Makes You Beautiful " is a song by English @-@ Irish boy band One Direction . It served as their debut single and lead single from their debut studio album , Up All Night ( 2011 ) . Written by Savan Kotecha and producer Rami Yacoub , the song was released by Syco Records on 11 August 2011 . The uptempo power pop track features a prominent guitar @-@ based chorus and riff . The middle eight consists of a " na na na " hook while the opening guitar riff is similar to that of the song " Summer Nights " from the Broadway musical and motion picture Grease as well as interpolations of The McCoys 's 1965 single " Hang on Sloopy " .

" What Makes You Beautiful " was a commercial success , reaching number one in several countries . It has been certified quadruple platinum in the US with sales of 4 @.@ 8 million copies as of June 2016 . The single peaked at number four on the US Billboard Hot 100 and number one on the UK Singles Chart . The song won the 2012 Brit Award for Best British Single and was generally complimented by contemporary music critics , who highlighted the appeal to the teenage audience and the pop sensibility . It debuted at number one on the UK Singles Chart after setting a Sony Music Entertainment pre @-@ order record and selling 153 @,@ 965 copies in its first week . The single also topped the Irish and Scottish Singles Charts , and reached the top ten on the Australian and New Zealand Singles Charts , Flemish Ultratop 50 , Canadian Hot 100 , and the Japan Hot 100 . It has been certified quadruple platinum in the US with sales of 4 @.@ 8 million copies as of June 2016 .

The accompanying music video , directed by John Urbano , depicts One Direction spending time on a beach in Malibu , California . The music video was uploaded to YouTube on August 19 , 2011 and has accumulated more than 780 million views since it premiered . The clip garnered the group three MTV Video Music Awards at the 2012 ceremony . One Direction performed the song live on televised shows , at awards ceremonies , and on four of their major concert tours : Up All Night Tour ( 2011 ? 12 ) , Take Me Home Tour ( 2013 ) , Where We Are Tour ( 2014 ) and On the Road Again Tour ( 2015 ) . Artists including the Piano Guys have covered " What Makes You Beautiful " .

= = Background and production = =

After being formed and finishing third in the seventh series of The X Factor in 2010 , they first formed as solo singers but soon got placed as a band on 23 July 2010 One Direction were signed to Syco Music , a subsidiary of Sony Music Entertainment . " What Makes You Beautiful " was written by Savan Kotecha and Carl Falk , and was produced by Yacoub and Falk . Instrumentation was completed by Falk and Yacoub . Serban Ghenea handled the audio mixing , Tom Coyne the audio mastering , and John Hanes the mix engineering , for which Phil Seaford served as the assistant . Discussing the song 's conception , Kotecha said :

After recording the song at Cosmos Studios and Kinglet Studios in Stockholm , Sweden , the band felt relieved to have a song that they were happy to release as their debut single . Band member Liam Payne called the song " perfect " , and Harry Styles said , " When we were recording in the studio we knew instantly that we wanted this track to be our first single . " Styles spoke to MTV News , " I think for us we wanted to release something that wasn 't cheesy but it was fun . It kind of represented us , I think it took us a while to find it but I think we found the right song . " Payne added , " We always wanted [ the single ] to be something that people didn 't expect and then when we heard it , it wasn 't what we expected either so it kind of fitted perfectly . "

= = Release and promotion = =

" What Makes You Beautiful " premiered on BBC Radio 1 on 10 August 2011 , and was released by Syco Music in Europe , Australia and New Zealand via digital download on 11 September 2011 . A CD single was released in the United Kingdom on 12 September 2011 , and followed in Australia and Germany on 25 November 2011 and 2 December 2011 , respectively . In North America , the single was released in Canada via digital download on 31 January 2012 . It was issued 14 February

2012 in the United States and was sent by Columbia Records to US contemporary hit radio ( CHR ) playlists on 28 February 2012 .

For the North American release of Up All Night on 13 March 2012 , Columbia Records executives used social media to shape its marketing campaign . Columbia Records co @-@ chairman Steve Barnett and his team decided to reverse the usual pattern of releasing a single on radio . Instead the label mounted a four @-@ month marketing campaign aimed at building a fan base through social media before a single was ever released or played on the radio . The social media campaign asked fans to sign petitions and to enter video competitions to win a concert in their town . The campaign was a success as One Direction 's Facebook followers in the United States rose from 40 @,@ 000 to 400 @,@ 000 . As a result , " What Makes You Beautiful " sold more than 131 @,@ 000 copies in its first week , even though it had yet to be played on the radio . Radio programmers were flooded with calls from fans . Johnny Wright , who managed New Kids on the Block , Backstreet Boys and ' N Sync , said : " Now they are calling the radio station , and the radio station is scratching its head , saying , " We don 't even have that record yet " . It 's almost like the return of the Beatles . I call it hype , but it 's positive hype because it 's all real . It 's not manufactured . No one paid these kids . "

= = Composition = =

" What Makes You Beautiful " is a power pop song , with electropop influences . Running for three minutes and 18 seconds , the song is set in common time with a tempo of 125 beats per minute . Written in the key of E major , it follows the chord progression E ? A ? B ; vocal elements range from the note of B3 to G ? 5 . James C. McKinley Jr. of The New York Times compared its chord progression to " La Bamba " . The opening guitar riff has been noted as similar to that of Grease single " Summer Nights " . " What Makes You Beautiful " has a guitar @-@ based chorus ; Digital Spy 's Robert Copsey likened it to a cross between Pink 's " Raise Your Glass " and McFly 's " All About You " . It also contains cowbell instrumentation , and the middle eight consists of an " oh na na na " hook .

= = Critical reception = =

The song received generally positive reviews from music critics . Robert Copsey of Digital Spy gave " What Makes You Beautiful " four out of five stars , praising its catchy melody and summarising it as " adorable , completely innocent and bound to cause a stir amongst your mates " . Zachary Houle of PopMatters called the song a " nice get @-@ up @-@ and @-@ go dance number . " Ailbhe Malone of NME commended the song 's appeal to the teenage audience and its chord progression for being " simple enough to be played on an acoustic guitar at a house party . " Newsround called it " fun , upbeat and incredibly catchy . " AllMusic 's Matthew Chisling called it an " effervescent and fresh tween love song " , and chose it as one of the best tracks on Up All Night . Sophie Goddard from Cosmopolitan called the single " ridiculously catchy " . Student 's Jack Murray rated " What Makes You Beautiful " five out of five stars and called it " not only the best pop single of the year so far , but potentially of any X Factor contestant ever " . Murray lauded the songwriting and light production . Tanner Stransky of Entertainment Weekly awarded " What Makes You Beautiful " a B + grade , calling the song " shallow but crushworthy " and writing that the song shows that boy bands are not dying out .

Jason Lipshutz of Billboard characterised it as " the real deal " , regarding the song as " endlessly playable " as ' N Sync 's " Bye Bye Bye " . Lipshutz noted its " cheeky electro @-@ pop twist " . Stephanie Abrahams of TIME assessed , " The group takes cues from the boy bands of yesteryear with bubblegum lyrics about young love ? ? The way you flip your hair gets me overwhelmed ? they croon in their breakout single ? which any parent can get behind . That ? s a far cry from a typical Nicki Minaj verse . " The Observer editor Kitty Empire wrote in an assessment , " With the exception of their persuasive No 1 single , " What Makes You Beautiful " , their songs aren 't wildly distinctive . " " What Makes You Beautiful " won the BRIT Award for Best British Single at the 2012 Brit Awards , which was held on 21 February 2012 . The song also won the Teen Choice Award for Choice Music

: Love Song at the 2012 Teen Choice Awards .

= = Chart performance = =

" What Makes You Beautiful " performed considerably well worldwide , but especially so in the British Isles , debuting at number 1 on the Irish Singles Chart on 15 September 2011 ; its B @-@ side , " Na Na Na " also entered at number 27 . The single topped the chart for four consecutive weeks . " What Makes You Beautiful " became the fourteenth best @-@ selling single of 2011 on the Irish Singles Chart . In the UK , " What Makes You Beautiful " received the highest ever number of pre @-@ orders for a Sony Music Entertainment single . It sold 82 @,@ 000 copies in its first two days , a figure which rose to 100 @,@ 000 by the third day . It entered the UK Singles Chart at number 1 on 18 September 2011 , shifting 153 @,@ 965 copies that week ? the highest first @-@ week UK sales for any song in 2011 at the time . " What Makes You Beautiful " also debuted at number 1 on the Scottish Singles Chart . " What Makes You Beautiful " was the 20th best @-@ selling single of 2011 , moving 540 @,@ 000 copies . The single was the 92nd best @-@ selling single of the 21st century in the UK by May 2012 . As of August 2015 , " What Makes You Beautiful " had sold 978 @,@ 000 copies in the UK .

In Belgium , the song debuted at number 44 on both the Flemish Ultratop 50 and the Wallonian Ultratip ; it peaked at numbers 8 and 19 , respectively . Accumulating twenty @-@ two weeks on the French Singles Chart , it debuted at number 83 and peaked at number 38 . In Finland , the single debuted and peaked at number 20 . On the top sixty Swedish Sverigetopplistan , the single debuted at number 49 , peaked at number 29 , and spent twenty @-@ four weeks on that chart . It was certified quadruple platinum by the Swedish Recording Industry Association ( GLF ) , denoting sales of 80 @,@ 000 copies . " What Makes You Beautiful " debuted at number 15 and peaked at number 7 on the Australian Singles Chart . The single spent twenty @-@ five weeks in the Australian Singles Chart top twenty . " What Makes You Beautiful " has been certified six times platinum by the Australian Recording Industry Association ( ARIA ) , denoting sales of 420 @,@ 000 units . " Na Na Na " also appeared on the Australian Singles Chart of 28 November 2011 at number 84 . On the New Zealand Singles Chart , the single entered at number 16 , and peaked at number 2 in its fourth and fifth weeks . The song spent eleven consecutive weeks in the chart 's top ten . It was certified double platinum by the Recording Industry Association of New Zealand ( RIANZ ) , denoting sales of 30 @,@ 000 units .

The single debuted on the Canadian Hot 100 at number 9 , while bowing at number 2 on the Canadian Hot Digital Songs Chart with 19 @,@ 000 downloads sold , the biggest debut for a first time charted artist since the Stereos 's " Summer Girl " entered at number two in June 2009 . The single peaked at number 7 on the Canadian Hot 100 and has been certified quadruple platinum by Music Canada , denoting sales of 320 @,@ 000 copies . In the United States , " What Makes You Beautiful " became the highest Billboard Hot 100 debut for a British act since 1998 . On 1 March 2012 , the single debuted on the Billboard Hot 100 at number 28 , whilst bowing at number 12 on the Hot Digital Songs chart , selling 132 @,@ 000 digital downloads in its first week . On the week ending 21 April 2012 , " What Makes You Beautiful " peaked at number 4 . As of 30 June 2012 , the single had spent thirteen consecutive weeks in the Billboard Hot 100 top ten . The song also became a chart success on other Billboard charts , reaching the top five on the Pop Songs , Adult Pop Songs , and Hot 100 Airplay charts , whilst topping the Hot Dance Club Songs chart . The track sold 3 @,@ 881 @,@ 000 copies in the United States in 2012 , becoming the best @-@ selling song by a boy band in digital history . The song was certified quadruple platinum by the Recording Industry Association of America ( RIAA ) on 21 February 2013 , and it has sold 4 @.@ 8 million copies in the US as of June 2016 . " What Makes You Beautiful " has sold over 7 million copies worldwide .

= = Music video = =

The music video for " What Makes You Beautiful " was directed by John Urbano . Filmed for two

days in July 2011 , it premiered on 19 August 2011 . On each of the five days preceding the video 's premiere , One Direction posted a teaser trailer of the video online . Each teaser showed footage from the video and behind the scenes , and one member of the band announcing how many days were left until the video premiere . The video opens with One Direction spending time on a Malibu , California beach inter cut with scenes of them driving an orange campervan . During the second verse , a group of three girls joins the band at the beach ; in Styles ' bridge solo , he intimately sings to one girl , Madison Mcmillin , individually . During the final choruses the band and girls are shown sitting around a fire , lighting sparklers and taking photographs . On video sharing website MUZU TV , the video was the fourth most @-@ watched music video of 2011 in the UK . The video won two MTV Video Music Awards for Best Pop Video and Most Share @-@ Worthy Video , and earned the group the award for Best New Artist on 6 September 2012 . As of July 2016 , the music video has received more than 780 million Vevo and YouTube views .

= = Live performances = =

One Direction performed " What Makes You Beautiful " for the first time on Red or Black ? on 10 September 2011 . The performance started with hosts Ant & Dec announcing that the band was supposedly running late for their appearance , and cut to a video of One Direction boarding a London Tube carriage full of fans , as the studio version of the song began playing . Each fan on the tube was given a numbered ticket . The band and fans disembarked the tube and made their way to the television studio , where the remainder of the song was sung live . After the song , Styles caught a numbered ticket raining onstage . The number corresponded to a ticket held by a fan from the tube ; the colour of the fan 's shirt was the correct answer for the Red or Black ? challenge . The band performed " What Makes You Beautiful " after its B @-@ side , " Na Na Na " , at the BBC Radio 1 Teen Awards on 9 October 2011 . The band also performed the song to open telethon Children in Need 2011 on 19 November 2011 . After " Gotta Be You " and " One Thing " , One Direction performed " What Makes You Beautiful " at Capital FM 's Jingle Bell Ball on 4 December 2011 , at The O2 Arena . They performed a medley of " She Makes Me Wanna " and " What Makes You Beautiful " with JLS on the The X Factor 's eighth series final on 10 December 2011 . The group performed " One Thing " and " What Makes You Beautiful " on Dancing on Ice on 5 February 2012 . In Italy , the band performed the song at the 2012 Sanremo Music Festival on 14 February 2012 . In France , they performed " What Makes You Beautiful " and " One Thing " on Le Grand Journal on 22 February 2012 . In the United States , One Direction performed the song along with " More than This " and " One Thing " for the first time on The Today Show at the Rockefeller Center on 12 March 2012 . An estimated 15 @,@ 000 fans descended on the plaza . Melissa Lonner , senior entertainment producer for The Today Show , said : " One Direction is relatively unknown with no hits yet . They basically exploded , and all the adults are saying , ' Who are these people , and how do they know about it ? ' " . They also performed the song at the 2012 Kids ' Choice Awards on 31 March 2012 . One Direction performed " What Makes You Beautiful " and " One Thing " on the NBC comedy television show Saturday Night Live on 7 April 2012 , and also appeared in a comedy sketch with Sofia Vergara . In Australia , they performed " One Thing " and " What Makes You Beautiful " at the 54th Logie Awards , where they also presented an award for " Most Popular New Female Talent " on 15 April 2012 . On 12 August 2012 , One Direction performed " What Makes You Beautiful " at the 2012 Summer Olympics closing ceremony in London , which represented the handover to Rio de Janeiro as the host of the 2016 Summer Olympics . It was included on the set list of the group 's headlining sold @-@ out show at Madison Square Garden on 3 December 2012 . One Direction performed the song on two of their major concert tours : Up All Night Tour ( 2011 ? 12 ) and Take Me Home Tour ( 2013 ) . Also this song added in Where We Are Tour ( 2014 ) & On the Road Again Tour ( 2015 ) .

= = Cover versions = =

The song was covered for American television series Glee by Kevin McHale , Chord Overstreet ,

Harry Shum , Jr . , Samuel Larsen , and Damian McGinty in the episode titled " Prom @-@ asaurus " . It was first aired on 8 May 2012 , and is the 19th episode of the third season . Their characters Artie Abrams ( McHale ) , Sam Evans ( Overstreet ) , Mike Chang ( Shum ) , Joe Hart ( Larsen ) , and Rory Flanagan ( McGinty ) , covered the song in the episode , performing a choreographed dance routine to it . Sarah Maloy of Billboard acknowledged , " Screaming girls and choreographed boy band moves are , of course , in no short supply . " Maloy described Glee 's version as " barely changing the sound or style of the original version . " Erica Futterman of Rolling Stone wrote , " While One Direction 's original manages to pack a pop punch , Glee 's take kind of hits the mark . ( Literally . The Glee boys prance across the stage in the same path as the U.K. heartthrobs . ) " Futterman concluded that it was the fourth best performance of that episode . Glee 's cover was released for digital download through the iTunes Store on 8 May 2012 . It charted at numbers 93 and 163 on the Canadian Hot 100 and UK Singles Chart , respectively .

In July 2012 , the Piano Guys uploaded on YouTube an instrumental piano version of the song , which went viral .

= = Track listing = =

Digital download and CD single

" What Makes You Beautiful " ? 3 : 24

" Na Na Na " ? 3 : 10

= = Credits and personnel = =

= = Charts = =

= = Certifications = =

= = Release history = =

= = Uses in popular culture = =

During One Direction 's appearance on Sesame Street in its 45th season , they parodied " What Makes You Beautiful " with the song " What Makes " U " Useful " .

Benjamin Stockham ( playing for the 11 @-@ year @-@ old character Marcus Bowa ) performed that tune in his school talent show on the pilot episode of NBC television series About a Boy broadcast on 22 February 2014 . On 13 May 2014 , in the first season finale of the same show , the lead character David Walton in the role of Will Freeman sang the same song with his " band " that includes Marcus ' mother Fiona Bowa played by Minnie Driver .

The song is featured on Just Dance 4 and Just Dance Wii U.

The song plays in the 2012 film Tad , The Lost Explorer .