

= Whatever (Ayumi Hamasaki song) =

" Whatever " (capitalized as " WHATEVER ") is a song recorded by Japanese recording artist Ayumi Hamasaki for her second studio album , Loveppears (1999) . It was written by Hamasaki , while production was handled by Max Matsuura . The track is Hamasaki 's sixth single with Matsuura since her debut single in April 1998 , " Poker Face " . " Whatever " premiered on February 10 , 1999 as the lead single from the album . It was re @-@ released on February 28 , 2001 as a CD single .

Musically , " Whatever " was described as a dance song , and is written in third person narrative . Upon its release , the track garnered mixed reviews from music critics . Critics praised Hamasaki 's move from pop rock to dance music , but criticized her vocal delivery and song writing . It also achieved success in Japan , peaking at number five on the Japanese Oricon Singles Chart . The re @-@ released single peaked at number 28 on the same chart . As of March 2016 , " Whatever " has sold over 218 @,@ 000 units in Japan alone and was certified gold by the Recording Industry Association of Japan (RIAJ) .

The accompanying music video for " Whatever " was shot in Tokyo ; it features Hamasaki in a small white room with waterfalls , with inter cut scenes of an angel in the middle of a destroyed city . An alternative music video was shot for an alternative arrangement of the song ; it features Hamasaki singing in front of a red backdrop . However , Avex scrapped it after they preferred the former version . For additional promotion , the song was featured on several concert tours and New Years live countdown shows by Hamasaki .

= = Background and composition = =

" Whatever " was written by Hamasaki , composed by Kazuhito Kikuchi , and produced by Max Matsuura . Japanese composer Izumi Miyazaki was in charge of arranging the song , which included instrumentation of synthesizers , keyboards , and a drum machine . It was one of three songs from the Loveppears album composed by Kikuchi . The song was also the only song from Loveppears to be arranged by Miyazaki , and was his final collaboration with Hamasaki .

" Whatever " was selected as the lead single from Loveppears and was released in Japan on February 10 , 1999 by Avex Trax . The Mini CD features : the original track , the instrumental version , and alternative versions (under the alias " J Version ") of the former tracks . A CD single was released on February 28 , 2001 by Avex Trax in Japan , with a full @-@ frontal body image of Hamasaki in front of a blue backdrop . She is wearing angel wings on her back , with Hamasaki 's and the song 's title superimposed on her . The CD single features : the original version , the instrumental , the two alternative versions , one remix of " Whatever " , one remix of " Appears " , and one remix of " Immature " .

" Whatever " is a dance song that lasts five minutes and 36 seconds long . An extended version appeared on the album , which lasts seven minutes and 20 seconds . The song was noted for its musical similarities to other tracks from Loveppears , and is written in third person narrative . It became Hamasaki 's first single to have featured any English language , with the word " Wow " in its lyrics . However , it does not count in using English ? language conversation like Hamasaki did in tracks from her 2002 album Rainbow .

= = Critical response = =

" Whatever " received mixed reviews from most music critics . Alexey Eremenko , who had written her extended biography at AllMusic , highlighted the song as an album and career stand out track . A reviewer from Yahoo ! GeoCities criticized Hamasaki 's " thin " and " harsh " vocal delivery , but went on to state that her music have " improved " from her debut album , A Song for x x (1999) . Morimasa from Nifty.com highlighted it as one of the album 's best tracks . He commented that despite the " easily " written lyrics for the sing , he commended Hamasaki 's emotional delivery in both the production and her singing . A reviewer from Amazon.co.jp was positive towards the track .

The reviewer praised Miyazaki 's arrangement of both the original version and the J version , and commended the song 's composition and Hamasaki 's " homoeopathic " delivery . In early 2014 , in honor of Hamasaki 's sixteenth @-@ year career milestone , Japanese website Goo.ne.jp hosted a poll for fans to rank their favourite songs by Hamasaki out of thirty positions ; the poll was held in only twenty @-@ four hours , and thousands submitted their votes . As a result , " Whatever " was ranked the lowest at thirty , with 13 @.@ 6 percent of the votes .

= = Commercial performance = =

In Japan , the Mini CD format entered at number five on the Oricon Singles Chart . The Mini CD stayed in the top fifty for nine weeks , selling over 189 @,@ 610 units , and was certified gold by the Recording Industry Association of Japan (RIAJ) for shipments of 200 @,@ 000 units . The re @-@ released CD single format entered at number twenty @-@ eight on the chart , the highest entry of her re @-@ released singles . The CD single stayed in the top fifty for three weeks , tallying both the Mini CD and the CD single to twelve charting weeks . The CD single sold an additional 27 @,@ 560 units , combing both the Mini CD and the CD single sales to 217 @,@ 170 . " Whatever " is her thirty @-@ fifth and fifty @-@ seventh best selling single in Japan , her lowest in both the Loveppears and format re @-@ release era respectively .

The Mini CD format entered at number five on the Japanese Count Down TV Chart , Hamasaki 's highest charting single and first top ten at the time of February 1999 . The Mini CD slipped to number fifteen the next week , and lasted nine weeks inside the top 100 . " Whatever " was released twice as double A @-@ side vinyl 's with Hamasaki 's single " Appears " . The second vinyl managed to reach ninety @-@ six on the Japanese Count Down chart . The re @-@ released CD single format entered at number twenty @-@ nine on the Count Down TV chart . The CD single stayed in the chart for three weeks , tallying the total weeks to twelve .

= = Music video = =

The accompanying music video was directed by Wataru Takeishi . This is Takeishi 's first video collaboration with Hamasaki since " Trust " . The overall appearance of the video was inspired by the cover sleeve of " Whatever " , which also featured Hamasaki in an angel costume . Several photoshoot out takes were considered to be released in the CD single , but Avex restricted this . Because of this , only two photos of Hamasaki in the angel costume were distributed ; one for the front cover , and one for the back . The music video also appeared on Hamasaki 's DVD compilation box sets : A Clips , her self @-@ titled video compilation (2000) , Complete Clip Box (2004) , A Clip Box 1998 ? 2011 (2011) , and the bonus DVD version with A Complete : All Singles .

= = = Synopsis = = =

The video opens with a bench chair inside a pale @-@ blue room , surrounded by interior waterfalls . Glitches of Hamasaki appears , and she starts singing the song while seated . The next scene features damaged ? archive footage of a destroyed town , fenced in with barbed wires . A young boy , with pale white skin , blonde dreads , and angel wings , appears in the distance . Several scenes features the boy looking towards the camera , which then inter cuts to scenes with Hamasaki singing the song in the room . The young boy wonders through the destroyed town , observing damaged homes and objects . The boy places his hands upon a dying tree , where he envisions the events of how the town became destroyed and dismantled . These scenes include burning flowers , falling construction , and broken religious statues . The second chorus has Hamasaki singing , and the song break shows the boy observing a blossoming flower which hasn 't died . Smiling , he walks towards it , unbeknown that there is sharp barbed wire surrounding it . Scenes features Hamasaki singing , and shows brief inter cut scenes of barbed wire wrapped around the young boy . Struggling to become free from the wire , the young boy dies and leaves behind a large pile of angel feathers . The final scene features Hamasaki wearing exactly the same outfit as the angel , trapped in a large

bird cage , in the room the video started with . The video zooms out on the overall appearance of her .

= = = Alternative music video = = =

An accompanying music video for an alternative version for " Whatever " (labelled the " J Version ") was also directed by Takeishi . The J version , composed and arranged by Keisuke Kikuchi , was intended to be the lead single from Loveppears and use the M version as the b @-@ side . When Kikuchi and Miyazaki submitted their J and M versions of " Whatever " to the head offices of Avex , Matsuura favored Miyazaki 's version over Kikuchi . Kikuchi was disappointed of the verdict , but Avex went ahead in releasing the M version . Because Takeishi had already shot and produced the music video for the J version of " Whatever " , Takeishi had to re @-@ shoot a new video for the M version . The J Version was used in Valentine 's Day commercials for 7 @-@ Eleven .

The J version features Hamasaki singing the J version on a white platform in front of a silky red backdrop . The entire full @-@ length video has never been released , but a thirty @-@ second snippet was used as the commercial video for " Whatever " . The J version has been included on her self @-@ titled video compilation (2000) , Complete Clip Box (2004) , and its most recent appearance is on the A Clip Box 1998 ? 2011 (2011) .

= = Live performances and other appearances = =

Hamasaki has performed " Whatever " on several concert tours and New Years countdown shows throughout Asia . The song has been included in one of Hamasaki 's New Years countdown concerts , the 2004 @-@ 2005 live tour . The song has been included on several of Hamasaki 's national and Asian concert tours . The song had made its debut tour performance on Hamasaki 's 2001 Dome Tour and part two of the Dome Tour . Since then , " Whatever " has been included on Hamasaki 's Ayumi Hamasaki Stadium Tour 2002 A , and its most recent inclusion was on her Premium Showcase : Feel the Love concert tour in 2014 . During Hamasaki 's performance , she wears a metallic mini dress , and dances to back @-@ up dancers wearing robotic outfits . " Whatever " has been included on one greatest hits compilation , which is A Complete : All Singles (2008) ,

" Whatever " has been remixed by several professional disc jockeys and producers , and has appeared on several remix albums by Hamasaki . This list is : the Laurent Newfield remix on Super Eurobeat Presents Ayu @-@ ro Mix , the FPM 's Winter Bossa remix on Ayu @-@ mi @-@ x II Version JPN , the Ferry Corsten remix on ayu @-@ mi @-@ x II Version US + EU , and both appeared again on Hamasaki 's remix compilation Ayu @-@ mi @-@ x II Version Non @-@ Stop Mega Mix (2000) . The orchestral acoustic remix was included on her fifth orchestral remix album , Ayu @-@ mi @-@ x 7 Version Acoustic Orchestra (2011) .

= = Track listings = =

= = Credits and personnel = =

Credits adapted from the singles liner notes ;

= = Charts and certifications = =

= = Release history = =