

## = Loving You No More =

" Loving You No More " is a song by American rapper and producer Diddy and his band Dirty Money , from their debut album , Last Train to Paris . It was written by Dawn Richard of the group , as well as Mario Winans and Canadian rapper Drake , the latter of whom featured on the song . Sean Garrett and his production group , Team S. Dot , receive writing and production credits , as does Miykal Snoddy . The song was released as the album 's second single in the United States on September 21 , 2010 .

According to Diddy , the song is about loving someone so much that you forget about yourself . It is a R & B tune , which integrates usage of electronica and hip @-@ hop influences , while having a melodic , piano @-@ laden background . The song 's official remix features American rappers Gucci Mane and Red Cafe , while rapper and producer Jermaine Dupri also recorded a remix to the song . While critics were divided over Diddy 's part in the track , most complimented the song 's production , Drake 's cameo , and Harper and Richard 's vocals .

" Loving You No More " peaked at ninety @-@ one on the Billboard Hot 100 on two occasions . Meanwhile , it peaked in the top twenty of both the US R & B / Hip @-@ Hop Songs and Hot Rap Songs charts . The song 's Gil Green @-@ directed accompanying music video shows Diddy , accompanied by Richard and Kalenna Harper , reminiscing on a past love in a mansion , and in a club scene with Drake . The group performed the song on BET 's 106 & Park , during promotion of the album .

## = = Background = =

" Loving You No More " first leaked under the title " Hurt " on November 13 , 2009 . After being announced as the second single from Last Train to Paris on August 26 , 2010 , the mastered version of the song was leaked . In an interview with MTV News , Diddy explained the meaning behind the song , commenting , " The concept of the song is about when you love somebody so much that you forget about yourself . You love them more than you love yourself . " The song 's official remix , released on October 22 , 2010 , features American rappers Gucci Mane and Red Cafe . Producer and rapper Jermaine Dupri also remixed the song with rap vocals from him , which was unveiled on September 29 , 2010 . The group performed the song on one occasion , during their takeover of 106 & Park to promote the album , on December 16 , 2010 .

## = = Composition = =

The song is a mid @-@ tempo R & B song , with a length of four minutes and six seconds . Including electronica influences , it has a piano @-@ heavy beat , and has been described as " melodic " . Diddy has lead vocals , with Kalenna Harper and Dawn Richard singing background and having full vocals in numerous parts . Diddy 's lines feature the use of the auto @-@ tune effect . The song also integrates hip @-@ hop , featuring a rap cameo by Drake . Ed Easton , Jr. of WNOW @-@ FM summed up the track as " an emotional track about losing touch with a significant other . " According to Easton , the song also featured Diddy 's signature " rhythmic talking disguised as singing . "

## = = Reception = =

## = = = Critical reception = = =

Sara D. Anderson of AOL Radio Blog said , " the duo 's beautiful voices twist and soar around Drake 's supple and soulful vocals " . Although she commented that Drake 's voice was " almost unrecognizable " on the track , Becky Bain of Idolator noted " how sweetly he comes off in this sensitive track " . Bain also complimented Drake 's part in the song , stating , " Drizzy kills it in his

mellow verse in the middle , his raspy monotone fitting in quite well with the melancholy vibe of the song . " A writer for Birthplace Magazine said the song was mixed with " a combination of slick production , strong vocals from Dirty Money songstresses Dawn and Kaleena , a guest appearance by Drake , and hype as only Diddy can deliver " , and called the song and video " mainstream guilty pleasures we can enjoy "

== Chart performance ==

Upon digital release , " Loving You No More " debuted on multiple Billboard charts . While debuting at numbers twenty @-@ eight and twenty @-@ one on the Hot R & B / Hip @-@ Hop Songs and Rap Songs charts , respectively , it therefore appeared at ninety @-@ one on the Billboard Hot 100 . It fell off the Hot 100 the next week , but would go on in the following weeks to peak at number twenty on the R & B chart and seventeen on the rap chart . After the release of Last Train to Paris , the song re @-@ entered the Hot 100 at its original peak , ninety @-@ one .

== Music video ==

The song 's accompanying music video was directed by Gil Green . In an interview with MTV News , Diddy explained the video , stating , " [ The video ] is really about me being in a relationship with a young lady and you 're constantly loving this person , and hoping that this day comes where they change and they love you back . " Additionally , Green said that the video shows " moments of him and his love but you can tell there 's an emotional distance " . The video was premiered on BET 's 106 & Park on October 27 , 2010 .

== Synopsis and reception ==

The video opens with a still image of a woman in her bikini ( Manuela Arbeláez ) while various scenery backdrops are superimposed in the background . The first scenes of the video flicker between Diddy ? s life with his femme fatale and Diddy singing with the rest of Dirty Money in the bedroom of a mansion . Some of the possessions in the house such as picture frames shatter as the chorus builds up . However , during Dawn Richard and Kalenna Harper ? s verses , the camera focus on Richard and Harper singing directly into the camera lens . As Drake ? s verse begins , Diddy falls backwards into a swimming pool in slow motion , while the camera image slowly fades into a club scene . There is a brief shot of a bottle of coconut @-@ flavored Ciroc vodka before Diddy is scene mingling in the club . The camera mainly focus on Drake , who is observing what is happening and rapping his verse . During the bridge , Richard and Harper appear in the club and Diddy ? s femme fatale is seen in the background .

Ed Easton , Jr. of WNOW @-@ FM gave the song six and a half out of ten stars , calling it " average " . Easton said , " This is a rare situation , where the song was more of a draw than the actual video . " Becky Bain of Idolator said " We have to applaud Diddy for only throwing one shot to Ciroc vodka during his club scene with Drizzy , as opposed to using the entire video as a three @-@ minute commercial to promote his brand . " Bain was referring to Combs ' February 2010 video for " Ciroc Star " , which did not appear on the final track listing of Last Train to Paris .

== Credits ==

Recording locations

Recorded at Circle House Recording Studios in Miami , Florida

Daddy 's House Studios in New York City .

Personnel

== Charts ==

= = Release history = =