

= Wind It Up ( Gwen Stefani song ) =

" Wind It Up " is a song by American singer and songwriter Gwen Stefani . Originally written for inclusion on Stefani 's Harajuku Lovers Tour 2005 , the song was later recorded for her second solo studio album , The Sweet Escape ( 2006 ) , due to favorable reception . The track contains an interpolation of The Sound of Music song " The Lonely Goatherd " .

" Wind It Up " was negatively received by music critics , who criticized the song 's use of yodeling and found the track to be over the top . It was released as the album 's lead single on October 31 , 2006 and reached the top 20 in most music markets . The accompanying music video , which became popular on stations such as Total Request Live , was directed by Sophie Muller and takes influence from The Sound of Music .

= = Background and writing = =

In July 2005 , Stefani began writing and recording material with Pharrell Williams in Miami , Florida . During one of their sessions , they penned " Wind It Up " for a September 2005 fashion show revealing the 2006 collection of Stefani 's fashion line L.A.M.B.

Stefani asked DJ Jeremy Healy to create a mashup of the song and " The Lonely Goatherd " , a song from the 1959 Rodgers and Hammerstein musical and 1965 film The Sound of Music . Stefani considered The Sound of Music her favorite film , and she had wanted to incorporate a beat to one of its songs all her life . Stefani commented , " I literally cried , and I 'm not exaggerating , when I heard the mash @-@ up . " Williams , however , did not like the addition of yodeling and The Sound of Music to the track .

The lyrics are not narrative , and Stefani stated , " A song like ' Wind It Up ' isn 't about anything . " In the song , Stefani discusses how boys watch girls dance . The song includes a reference to Stefani 's fashion line , with Stefani going , " They like the way that L.A.M.B. is going ' cross my shirt " .

= = Critical reception = =

" Wind It Up " received negative reviews by contemporary pop music critics . Entertainment Weekly 's Michael Slezak found the bassline " rubbery " and criticized the song for lacking a melody as well as its reference to Stefani 's own clothing line . Stephen Thomas Erlewine of AllMusic stated that The Neptunes had forced the sampling " into one of their typical minimalist tracks , over which Gwen spouts off clumsy material @-@ minded lyrics touting her fashion line and her shape " . Bill Lamb of About.com rated the song three and a half stars , giving it " high marks for entertainment value " , but commented that it sounded like a retread of " Rich Girl " from Stefani 's debut album Love . Angel . Music . Baby . Charles Merwin of Stylus Magazine was mixed on the track , writing that " it 's preventing something far less interesting from getting played . " John Murphy from musicOMH panned the track as " just horrible , and possibly the worst start to an album this year " . Spence D. from IGN characterized the song as " a bugged out Sound Of Music bhangra blitz that sounds like part M.I.A. and part Julie Andrews " .

Many criticized the inclusion of yodeling and " The Lonely Goatherd " sample . In a review for Rolling Stone , Rob Sheffield called the track " yodel @-@ atrocious " and argued that " the problem isn 't the Swiss Miss motif so much as the fourth @-@ rate Neptunes track . Caroline Sullivan of The Guardian was pleased with the track , describing the yodeling as " off @-@ her @-@ head " , and referred to the track as " a pinnacle of madness " . IndieLondon 's Jack Foley noted " Wind It Up " as a highlight of The Sweet Escape and called it " Stefani 's gift that she can take something that , on paper , sounds cheesy and make it utterly , utterly cool . " USA Today 's Ken Barnes , however , found the track " campy " and " a tacky attempt at sexiness " , adding that the combination of yodeling and the interpolation was " awkward " . Alex Miller of the NME also found the song campy , commenting that its " dumb sexual bravado has all the sophistication of a teenage boy 's wet dream " , and compared the yodeling , interpolation , and " erotic rap " to " a trench foot which screams for

amputation from the tracklisting " .

In the face of criticism , Stefani has defended the track :

I knew some people wouldn 't get it but I think I am enough down the line to not care . The people that did get it are Sound Of Music fans and really got a lot of pleasure from it . I still think it 's brilliant and I stand by it . Why can 't you do something weird for a while ? These songs are all about having fun , silly records that are to be enjoyed and not taken too seriously .

= = Commercial performance = =

" Wind It Up " debuted on the US Billboard Hot 100 at number 40 on the issue dated November 18 , 2006 , becoming Stefani 's highest debut on the chart , both solo and as a member of No Doubt . It peaked four weeks later at number six and remained on the chart for 18 weeks . It peaked at number seven on the Pop 100 chart , but was less successful on the Pop 100 Airplay chart , only reaching number 19 . The single performed well in clubs , reaching number five on the Hot Dance Club Play chart , and peaked at number 18 on the Mainstream Top 40 chart .

" Wind It Up " met similar success in Europe , reaching number five on the European Hot 100 Singles . The single debuted at number eight on the UK Singles Chart , selling 10 @,@ 381 downloads in its first week . The following week , it rose to number three ( behind Take That 's " Patience " and Cliff Richard 's " 21st Century Christmas " ) with 17 @,@ 706 copies sold , earning Stefani her second highest @-@ peaking single in the United Kingdom after " The Sweet Escape " . It had less success across the continent , reaching the top 10 in Belgium , the Czech Republic , Finland , Ireland , Italy , the Netherlands , and Norway , and the top 20 in Austria , France , Sweden , and Switzerland .

The song was generally successful elsewhere . In Australia , " Wind It Up " debuted at number eight on the ARIA Singles Chart and spent its first seven weeks within the top 10 . It peaked at number five in its fifth week on the run , spending 19 weeks on the chart , and was certified gold by the Australian Recording Industry Association ( ARIA ) . The track topped the New Zealand Singles Chart in its third and fourth week , and stayed on the chart for 20 weeks altogether . Three years later , on March 14 , 2010 , the Recording Industry Association of New Zealand ( RIANZ ) certified " Wind It Up " gold .

= = Music video = =

The song 's music video was directed by Sophie Muller . Although it does not follow a substantial plot , it features outfits and scenes inspired by The Sound of Music . Stefani and her Harajuku Girls are often dancing in front of fields of flowers and a background of key @-@ like symbols composed of two G 's placed back to back . In a scene mimicking The Sound of Music , Stefani portrays Maria von Trapp while the dancers , dressed in pajamas , portray her children and jump on a bed . In another scene , Stefani uses curtains to create sailor suits for the Harajuku Girls . Stefani also appears as a nun and an orchestra conductor . One scene uses smoke to create the illusion that Stefani is a submerged escape artist searching for a key . She pulls the key , a symbol of " the sweet escape " , from her mouth as an allusion to performances by escapologist Harry Houdini . The song 's title is often visualized by a colorful sign that reads " wind it up " . Another video was produced in 3 @-@ D , but this version was never released . After seeing the video , Jimmy Iovine , co @-@ founder of Interscope Records , decided to work with James Cameron to produce other 3 @-@ D music presentations .

The video was successful on music video television programs . " Wind It Up " was first aired November 10 , 2006 on MTV , and it premiered on the station 's top @-@ 10 chart program Total Request Live four days later . The video debuted at number eight on the countdown and reached a peak at number two . After its November 17 debut on MuchMusic 's Countdown , it reached number two for the week of January 26 , 2007 . In a review of the music video , The Guardian 's Anna Pickard poked fun at the number of personas that appear in the video , referring to some of them as " Nunzilla " , " Gweninatrix " , and " CinderGwennie " , and commented that " your speakers have a

mute setting for good reason . "

= = Track listings = =

UK , German , and Australian CD single

" Wind It Up " ( Main Mix ) ? 3 : 11

" Wind It Up " ( Original Neptunes Mix ) ? 3 : 08

German CD maxi single

" Wind It Up " ( Main Mix ) ? 3 : 11

" Wind It Up " ( Original Neptunes Mix ) ? 3 : 08

" Wind It Up " ( Instrumental Mix ) ? 3 : 02

" Wind It Up " ( video ) ? 3 : 11

UK 12 " single

A1 . " Wind It Up " ( Main Mix ) ? 3 : 11

A2 . " Wind It Up " ( Original Neptunes Mix ) ? 3 : 08

B1 . " Wind It Up " ( Instrumental Main Mix ) ? 3 : 11

B2 . " Wind It Up " ( Instrumental Neptunes Mix ) ? 3 : 10

= = Credits and personnel = =

Credits adapted from the liner notes of The Sweet Escape .

= = Charts = =