

= Rare (Gwen Stefani song) =

" Rare " is a song recorded by American singer and songwriter Gwen Stefani from her third studio album , This Is What the Truth Feels Like (2016) . It was released on March 18 , 2016 , along with the rest of This Is What the Truth Feels Like by Interscope Records . The track was written by Stefani , Justin Tranter , Julia Michaels , and Greg Kurstin ; Kurstin was the track 's sole producer .

" Rare " is an electropop and folk pop influenced song and serves as the album 's closing track . Lyrically , the song discusses finding love when all hope was lost . Several media outlets speculated that " Rare " was written about Stefani 's boyfriend Blake Shelton and his ex @-@ wife Miranda Lambert . " Rare " received generally favorable reviews from music critics , some of which called the song " glamorous " and predicted that it would become a future " summer hit " .

= = Background = =

In 2013 , following Stefani 's work with No Doubt , she enlisted the help of Greg Kurstin to write and produce songs for her upcoming third studio album . After Stefani 's 2014 single releases , " Baby Don 't Lie " and " Spark the Fire " , received mixed responses , she scrapped all of her completed material for the opportunity to start fresh . A year later , Stefani enlisted other potential collaborators , like Justin Tranter and Julia Michaels , for work on the album shortly after she announced her divorce from Gavin Rossdale . Stefani later revealed that during the writing of several songs , including " Rare " , she and Michaels had taken " stream @-@ of @-@ conscious " lyrics from her computer and fit them into melodies .

" Rare " was written by Stefani , Justin Tranter , Julia Michaels , and Greg Kurstin ; Kurstin serves as the track 's sole producer . The track was mixed by Serban Ghenea , with John Hanes and Phil Seaford serving as assistant mixing engineers ; Julian Burg and Alex Pasco were in charge of recording , with Stephen Felix serving as an assistant recorder . " Rare " became available for purchase on March 18 , along with the rest of This Is What the Truth Feels Like .

Blake Shelton , Stefani 's boyfriend , declared on Twitter that " Rare " was his favorite song on This Is What the Truth Feels Like , to which Stefani tweeted back " Wonder who that one is about ? " , alluding to the fact that it was written about him . Several of the songs on This Is What the Truth Feels Like were written about Shelton , including the " Rare " and the album 's second single , " Make Me Like You " ; even though her writing sessions began with lyrics revolving her breakup with Rossdale , the songs slowly became centered on her newly found relationship with Shelton .

= = Composition and lyrics = =

Musically , " Rare " is an electropop and folk pop influenced ballad , that has " an acoustic guitar and galloping beat " . Lyrically , " Rare " discusses finding love in the " perfect " man , presumably Shelton . Patrick Ryan of USA Today called " Rare " an " outright declaration of love for Shelton " , summarizing the song as " a rare moment of vulnerability for the singer who , for the most part , keeps her emotions close to her vest . " Leah Greenblatt of Entertainment Weekly declared the song a " sweetly smitten confessional " . Mikael Wood of the Los Angeles Times described the lyrics as " her shock to have found someone this late in the game " , while Sarah Rodman of the The Boston Globe felt that the lyrics observe " that ' only a stupid girl ' would let the ' perfect ' man go . " Eliza Thompson from Cosmopolitan complimented the lyrics " Every day I believe you and me more and more / And it 's crazy , that 's for sure " ; Thompson also believed that the lyrics were about Stefani 's relationship with Shelton . Similarly , Jaja Agpalo of Parent Herald found the same meaning in the lines " You 're my answer , one that no one knows / I can 't believe it , that you even exist " .

After the release of This Is What the Truth Feels Like , several news outlets speculated that the lyrics of " Rare " may be written about Shelton 's ex @-@ wife , Miranda Lambert . An article from Fox News reported that " the lyrics appear to be a slam at Lambert for letting Shelton go " , particularly " You 're rare / And only a stupid girl would let it go " . Andrew Leung of Music Mic , who described the song as " a mid @-@ tempo love ballad " , also thought that the same lyrics pointed

towards Lambert . Lauren DuBois of EnStars stated that " the song seems to allege that [Lambert] was the one who walked away from the relationship she had with Shelton , not the other way around . " Gossip website Hollywoodlife.com stated that in the song , Stefani praises Shelton but " totally disses Lambert " .

= = Critical reception = =

" Rare " received generally favorable reviews from contemporary music critics . Mikael Wood of the Los Angeles Times enjoyed the closing track , calling it " tender " . Leah Greenblatt , writing for Entertainment Weekly , said that Stefani " sound [s] like the world 's most glamorous high school sophomore , passing mash notes after study hall . " USA Today 's Patrick Ryan praised " Rare " and declared the track " one dance remix away from being a certifiable summer smash . " Stephen Sears of Idolator called the track " elegant and even @-@ keeled " and said Stefani " [will] buck modern radio " with " Rare " . Spencer Kornhaber of The Atlantic praised the song and called it an " album @-@ closing ode to joy " , further stating the track " uses its star 's distinctive voice for moments of multi @-@ tracked beauty or play ; often there 's a lovely sensation of floating upwards . " As the album 's closing track , Nicholas James Jodlowski of Reporter appreciated the " vulnerable side of Stefani " and noted how it slows the album 's pace down . However , Chuck Campbell of Go Knoxville gave the song a negative review , describing Stefani 's vocals as " a pale facsimile of Ariana Grande " .

= = Credits and personnel = =

Management

Recorded at Ameraycan Recording Studios , North Hollywood , California ; and Echo Studio , Los Angeles , California

Personnel

Credits adapted from the liner notes of This Is What the Truth Feels Like