= Denial (Sugababes song) =

" Denial " is a song by English girl group the Sugababes from their fifth studio album , Change (2007) . Coinciding with the commencement of the group 's 2008 Change Tour , it was released on 10 March 2007 as the album 's fourth and final single . V V Brown wrote " Denial " for the band while she was on London Underground 's Victoria line , and attempted to " get into their mindsets " in the process . The Sugababes and the song 's producers , Flex Turner and Elliot Malloy , co @-@ wrote it . Composed of staccato verses , a harmonious chorus and a solo middle eight , " Denial " is a Europop and soft rock song that samples " Standing in the Way of Control " by The Gossip .

The song received mixed reviews from critics , who were ambivalent towards its composition , but became a commercial success throughout Europe , where it peaked at number one on the Czech Singles Chart , number four on the Austrian Singles Chart , and within the top twenty on the charts in Germany , Hungary , Ireland , and Switzerland . It reached number 15 on the UK Singles Chart . Harvey B @-@ Brown directed the song 's music video , which was inspired by Vogue and contains fashion editorial characteristics . The Sugababes performed " Denial " on Ant & Dec 's Saturday Night Takeaway , at the 2008 Oxegen Festival , and during their Change Tour .

= = Development and release = =

English singer and songwriter V V Brown wrote " Denial " while she was on London Underground 's Victoria line . Brown told Metro that songs she writes for enjoyment come sponteneously to her . She composed " Denial " specifically for the Sugababes , and attempted to " get into their mindsets " in the process . The song was submitted to the group and received by their management ; the band enjoyed the song and subsequently recorded it for their fifth studio album Change . Brown described its transferral to the band as " validation that I 'd truly found who I am in both territories as a song writer , as a producer , as a writer and as an artist " .

The Sugababes and the song 's producers and programmers , Flex Turner and Elliot Malloy , received co @-@ writing credits on the song . " Denial " was mixed by Jeremy Wheatley at Twenty One Studios , London , with assistance from Richard Edgeler . The song 's instruments were provided by Pete Boxsta Martin and Wheatley . When Metro questioned Brown about her feelings towards the group 's ownership of the song , she responded : " When you write songs for other people you ? ve got to let it go , it becomes their property , they have to interpret it in the way they feel . You can ? t be too precious about it otherwise you wouldn ? t have given it away in the first place . "

" Denial " was confirmed for release in January 2008 as the fourth and final single from Change , and the Sugababes ' 21st single overall . Island Records released " Denial " as a digital download in the United Kingdom on 10 March 2008 . The CD single was made available on 17 March 2008 . Its release coincided with the commencement of the group 's Change Tour , which began on 13 March 2008 in Brentwood , Essex . " Denial " was released as a CD single in Germany on 25 April 2008 . In October 2007 , the Sugababes performed a cover version of " Hey There Delilah " by the Plain White T 's on BBC Radio 1 's Live Lounge as the B @-@ side to " Denial " . " Denial " was remixed by American disc jockey Ian Carey .

= = Composition = =

" Denial " is a midtempo Europop song with elements of soft rock . Its instrumentation is provided by a guitar , a keyboard , drums and synthesizers . The song contains a sample of the bass hook from " Standing in the Way of Control " by The Gossip . Kim Dawson of the Daily Star compared the song 's bassline to that featured in " One Minute " , a song from Kelly Clarkson 's album My December . The opening of " Denial " is evocative of David Bowie 's song " Fashion " , although it soon transitions into the sound of songs performed by Australian recording artist Kylie Minogue . " Denial " is composed of soft rock staccato verses , which are proceeded by a melancholic and harmonious pop chorus . Digital Spy 's Nick Levine commented upon the song 's compositional transition ,

writing : " ' Denial ' rides its elastic bassline to a transcendent , melodically @-@ inspired chorus " . The group 's harmonies are backed by warm synthesizers and 1980s soft rock music . The song contains a solo middle eight performed by group member Heidi Range , and is opened with the line " I see the way the wind blows like open minds for us " . " Denial " explores themes of unrequited love , as noted by Peter Murphy from Hot Press .

= = Reception = =

= = = Critical response = = =

Alexis Petridis of The Guardian classified " Denial " as a " beautifully @-@ crafted bulletproof pop song " , while Manchester Evening News ' Sarah Walters described the track as " a steamy , disco hit " . Levine from Digital Spy rated the song four out of five stars ; he regarded it as " brilliantly addictive " , and " bouncier than a Labrador puppy on Ritalin , but classy too " . Birmingham Mail critic Sean Coleman commended the Sugababes ' emotion and harmonious vocal performance on the song , which he considered the standout from Change . Fraser McAlpine of BBC gave " Denial " a full five @-@ star rating , and highlighted the Sugababes ' vocal performance accompanied by the " raw , brittle emotion " in the song . The BBC 's ChartBlog team listed the song on their " 2008 's finest five " list , describing the chorus as " the cherry on the cake " . Andreas Borcholte from German news magazine Der Spiegel positively highlighted it in comparison to the album 's filler tracks .
The song also received negative responses . A journalist from the Stornoway Gazette called it " disposable " despite the " undeniably lovely " harmonies , and stated that the song would have no impact on the quality of Change if it did not appear on the album . Tom Young of BBC wrote that the track " stumbles awkwardly " owing to the sample of " Standing in the Way of Control " . A writer from The Scotsman criticised it as substandard , noting its " clunking sexual imagery " and " bewildering observation " in the middle eight . Entertainment Ireland critic Lauren Murphy dismissed the song as " garden @-@ variety pop " and wrote that it suggests the Sugababes " may be losing their magic touch " .

= = = Commercial performance = = =

" Denial " debuted on the UK Singles Chart on 8 March 2008 at number 64 , based on digital downloads from Change . The song rose from number 34 to number 15 in the issue dated 22 March 2008 with sales of 9 @,@ 580 copies . It held this position for two consecutive weeks , while overall it charted for 11 weeks . By April 2010 , the single had sold approximately 90 @,@ 000 copies in the UK , placing it 16th on the group 's list of best @-@ selling songs . The song had similar success on the Irish Singles Chart , where it debuted at number 50 and peaked at number 18 in the issue dated 20 March 2008 . The single spent ten weeks on the chart . " Denial " performed best on the Czech Singles Chart , where it first appeared at number 92 , and , eighteen weeks after its debut , peaked at number one for two consecutive weeks . Overall , the single spent 62 non @-@ consecutive weeks in the chart .
" Denial " entered the Austrian Singles Chart on 9 May 2008 at number seven , and reached number four two weeks later . It appeared in the chart for 21 weeks , and was placed 43rd on Austria 's list of best @-@ performing singles of 2008 . " Denial " became the Sugababes ' highest @-@ charting non @-@ lead single on the German Singles Chart , where it peaked at number 11 . The song debuted at number 71 on the Swiss Singles Chart in the issue dated 6 April 2008 and reached number 14 three weeks later . Overall , it spent 23 weeks on the chart . " Denial " peaked at number 20 on the Hungarian Singles Chart and ranked 47th on its 2008 list of best @-@ performing songs . The song peaked at number 21 on Slovakian Singles Chart , for two non @-@ consecutive weeks . " Denial " charted at number 40 on the Danish Singles Chart , while on the Netherlands ' Mega Single Top 100 chart it reached number 61 .

= = Music video = =

The music video for " Denial " was directed by Harvey B @-@ Brown . It was his first solo video project , following the discontinuation of his 18 @-@ year partnership with Carolyn Corben . The video was produced by Francesca Barnes , while Tom Gander served as the art director . It was shot in various formats , including 16 mm film , Bolex , Super 8 film and three still cameras . Aman King , a smoke artist from Golden Square , collaborated with Brown to devise treatments of the stills . Multiple film effects were used in the video , including colour correction , vignetting and film grain , with the intention of creating visuals inspired by Vogue . It premiered on the Sugababes ' official website on 7 January 2008 .

Brown stated that he wanted to " redefine " the group and conceptualise a new image that would represent his perception of their personas . He described the band as " extremely style @-@ savvy " and motivated them to be bold , uninhibited and experimental . The video takes influences from styles of fashion editorial and features the Sugababes in various costumes and guises . Their outfits were created with many fabrics , in addition to newspapers , plastic bin bags and florist 's cellophane . Overall , there were 13 costume changes . Scenes for the video were shot in a wide range of environments and locations , including a fire escape , loading bay , and storage cupboard .

" I shot the video like [a] fashion editorial , using every inch of the studio , including the fire escape , the gantry and the loading bay . I even did a couple of shots with the girls in the storage cupboard where the studio lighting stands were kept . And whilst I was shooting one outfit on one girl , I would be getting the next outfit and set ready . "

Digital Arts called the video " a sumptuously over @-@ the @-@ top affair " and wrote that the effects created " luxuriant , opulent visuals that capture the buzz , attitude and posing of a high @-@ fashion shoot " . Coleman from the Birmingham Mail described it as " amazing " . The video became one of the Sugababes ' favourites to shoot , and inspired them to wear more daring and dramatic outfits on their Change Tour in 2008 . According to London Evening Standard , the group managed to adopt a more sophisticated and mature style with the assistance from various stylists .

= = Live performances = =

" Denial " was one of three songs from Change that the Sugababes performed at London 's indig02 on 14 September 2007 . The performance was part of a gig to promote the release of the album 's lead single " About You Now " . They performed " Denial " in March 2008 on the eighth season of the British television show Ant & Dec 's Saturday Night Takeaway . The song was included on the set list for the group 's 2008 Change Tour . Their performance at the Newcastle City Hall attracted a positive response from Kat Keogh of The Journal , who wrote that the song " slotted in neatly " amongst the group 's more well @-@ known songs . The Sugababes performed " Denial " at the 2008 Oxygen Festival as part of a set list , which included their number @-@ one singles such as " Freak like Me " , " Round Round " , " Hole in the Head " and " Push the Button " , in addition to other tracks from Change . Midway through the gig , technical difficulties with their microphones arose and the trio were forced to delay their performance while the issue was fixed . The band performed " Denial " in July 2009 at the Riverside Cricket Ground , County Durham as part of a set list .

= = Formats and track listings = =

= = Credits and personnel = =

Songwriter ? Heidi Range , Keisha Buchanan , Amelle Berrabah , Flex Turner , Elliot Malloy , Vanessa Brown
Production ? Elliot Malloy , Flex Turner
Programming ? Elliot Malloy , Flex Turner

Guitar ? Flex Turner
Keyboard and drum programming ? Pete Boxsta Martin , Jeremy Wheatley
Mixing ? Jeremy Wheatley
Mixing (assistant) ? Richard Edgeler
Credits adapted from the liner notes of Change .

= = Charts = =