

= Why Don 't You Love Me (Beyoncé song) =

" Why Don 't You Love Me " is a song recorded by American singer Beyoncé for her third studio album , I Am ... Sasha Fierce (2008) . It was written by Knowles , Angela Beyoncé , Solange Knowles and the Bama Boyz and produced by the Bama Boyz and Knowles . " Why Don 't You Love Me " is an R & B and dance @-@ pop song that is set in a retro style . According to its lyrics , Knowles questions her love interest about why he does not value her fabulousness . Its 1950s @-@ styled music video was directed by Melina Matsoukas and Knowles under the alias Bee @-@ Z , and it stars the latter as " B.B. Homemaker " . Knowles pays homage to Bettie Page in the video , which critics universally commended for its 1950 's style sets and costumes . They also complimented Knowles for her acting skills .

" Why Don 't You Love Me " was well received by critics . It topped the United States Hot Dance Club Songs chart for one week in February 2010 , a little over one year after the original release of I Am ... Sasha Fierce . On August 27 , 2010 , the song was released as a single in the United Kingdom . It eventually charted at number 51 on the UK Singles Chart and at number 14 on its R & B Singles Chart . Although not being released elsewhere , " Why Don 't You Love Me " garnered some attention in Australia , where it charted at number 73 ; it bubbled under the main charts of Belgium and reached number 44 on Slovakia Airplay Chart . In the US , it emerged as the nineteenth most played track in dance clubs in 2010 . " Why Don 't You Love Me " was a part of Knowles ' set list for the 2011 Glastonbury Festival , the Revel Presents : Beyoncé Live revue and the Mrs Carter Show World Tour .

= = Development and production = =

" Why Don 't You Love Me " was written by Beyoncé Knowles , Solange Knowles , Angie Beyoncé and produced as well as co @-@ written by The Bama Boyz . Jonathan Wells of Bama Boyz said that they decided to try something different from what they usually do , by mixing several genres for " Why Don 't You Love Me " . The song 's inspiration came from the time they spent in London at the end of Beyoncé Knowles ' The Beyoncé Experience tour in promotion of her second studio album B 'Day (2006) . The writing and production of the song began in London and was finished stateside in early 2008 . They admitted that the song 's structure was unusual , however they were happy that it ended up in the Knowles ' hands . After The Bama Boyz produced two tracks on Solange Knowles ' second studio album Sol @-@ Angel and the Hadley St. Dreams (2008) , she asked them to put instrumentals together for her to write for her sister Beyoncé .

The Bama Boyz almost intentionally left the instrumental for " Why Don 't You Love Me " out , since they thought that the song did not sound like the tracks Beyoncé was recording for her upcoming album , at that particular time . However , Jesse Rankins explained that they later decided to put the instrumental for " Why Don 't You Love Me " in the email because they knew that Solange likes weird records , but , they made sure to send it last . Out of all the mainstream @-@ inspired attempts The Bama Boyz sent to Solange , she eventually chose that last and most unexpected track and penned " Why Don 't You Love Me " . Jonathan Wells commented : " When they heard Solange 's demo , we were excited because that track was more our true sound than any of the others [sent] , but we still kinda didn 't believe Beyoncé would cut it ... but we hoped ! " .

Beyoncé came to Houston 's Music World Studios for a recording session a few months after Solange had cut the demo . Knowles invited The Bama Boyz into her session at the Houston 's Music World Studios to listen to the early versions of I Am ... Sasha Fierce . Unexpectedly , after Beyoncé played " Halo " , " Why Don 't You Love Me " came blasting through the speakers with Knowles singing the song . The Bama Boyz were thrilled that she recorded it and loved the song . According to " Anti @-@ Music " , the song was nearly discarded twice ; the first time was when EMI Music prepared a demo of the song to send to other artists without knowing that Knowles had already recorded the song , and the second came during the track selection of I Am ... Sasha Fierce 's track listing , where executives felt that the song did not fit in with the other records .

== Composition ==

" Why Don 't You Love Me " is different from Knowles ' previous dance @-@ pop songs as it makes use of a retro style . It is an upbeat track that draws from the genre of R & B. The song also contains elements of up @-@ tempo disco and funk music . It consists of energetic tribal beats , a drum loop , funky guitars and a bassline that was designed to make it a groovy and dance song . According to the lyrics of " Why Don 't You Love Me " , Knowles impersonates a woman who questions her love interest about the reason for which he does not value her fabulousness , convincing him she 's the best thing for him as she sings : " Why don 't you love me ... when I make me so damn easy to love ? ... I got beauty ... I got class ... I got style and I got ass ... " . The singer further tells her love interest that the decision not to choose her is " entirely foolish " .

== Release and reception ==

Originally released as a pre @-@ order bonus track on the deluxe edition of I Am ... Sasha Fierce , the song was later released as a new song on the platinum edition of the album , and finally as a bonus track along with " Poison " and a remixed version of " Video Phone " featuring pop singer Lady Gaga on a digital EP titled I Am ... Sasha Fierce ? The Bonus Tracks . On July 2 , 2010 , " Why Don 't You Love Me " was digitally released in Germany while its music video was included on a separate digital EP that went on sale the same date . Two remixes of the song were later made available for download in the United Kingdom on August 29 , 2009 .

Chris Ryan of MTV called " Why Don 't You Love Me " a " dirty , disco @-@ funk track . " Maura Johnston of The Village Voice called " Why Do You Love Me " " the stankface tour de force bonus track from I Am ... Sasha Fierce in which Beyoncé reminds a dude that she 's pretty much the greatest thing around and his choice to not be with her is an entirely foolish one . " She further praised the song , writing , " It 's one of the best songs in her catalog , being as it is a four @-@ minute summation of why she 's one of pop 's premier stylists right now ; her vocals are equal parts pleading and snarling , the twitchy disco @-@ funk beat gets hips shaking , and the declarations of confused self @-@ love throughout can cause the listener to both root for her and realize that they 've been in similar situations . " On The Village Voice ' 2010 year @-@ end Pazz & Jop singles list , " Why Don 't You Love Me " was ranked at number 549 .

== Chart performance ==

Although " Why Don 't You Love Me " was not released as a formal single , it managed to top the US Billboard Hot Dance Club Play chart for the week of February 13 , 2010 . It became Knowles ' twelfth number @-@ one hit on that chart and it was also the fifth consecutive song from I Am ... Sasha Fierce to reach number one on the same chart . On June 11 , 2010 , " Why Don 't You Love Me " debuted at number 73 on the Australian Singles Chart . However the following week , the song fell down to the position number 91 , before dropping out of the chart the following week . " Why Don 't You Love Me " stayed under the main charts in Belgium , reaching number 10 on the Flemish Ultratip chart .

On August 14 , 2010 , " Why Don 't You Love Me " debuted at number 142 on the UK Singles chart , and it moved from number seventy @-@ one to number 40 on the R & B chart . After the digital release of remixes , the song rose to number 71 on the UK Singles chart , becoming the ninth consecutive single off I Am ... Sasha Fierce to peak within the top 75 . It also moved from number 44 to number 25 on its R & B chart on September 11 , 2010 . The following week , on September 18 , 2010 , " Why Don 't You Love Me " moved up twenty places on the UK Singles to land at number 51 and ascended to number 14 on its R & B chart .

== Music video ==

= = = Filming and concept = = =

The music video for the song was directed by long @-@ time collaborator Melina Matsoukas and Knowles under the alias Bee @-@ Z. The video took two @-@ three weeks of preparation and one day to film in Los Angeles on Mount Olympus . The main set of the video was a house owned by a wealthy 95 @-@ year @-@ old man who allowed Knowles and Matsoukas to use his house and collectible cars for the video shoot . During an interview with USA Today on January 28 , 2010 , Knowles announced that she would be taking a break from her music career saying " to live life , to be inspired by things again " . She was then inspired to shoot a music video for the bonus track . In an interview with People magazine in August 2010 , Knowles explained : " I came up with the concept for that video because lately I decided to take a break , and I ? ve been home , being a wife . I figured it could be nice to give a little wink toward the things that I ? ve been doing , so that ? s why I ? m a housewife in the video . " However , she explained that the video is " an exaggerated , over @-@ the @-@ top version " of what she was doing right then , just living her life , being a woman at home , relaxing and trying to enjoy her life other than performing and creating music . For instance , dusting off her Grammys and getting under the hood of a car while wearing six @-@ inch heels are not regular occurrences for Knowles .

= = = Release = = =

" Why Don 't You Love Me " is the ninth video to be lifted from Knowles ' I Am ... Sasha Fierce era . On May 1 , 2010 , a forty @-@ second clip starring Knowles as B.B. Homemaker , was posted on Vimeo . In the sneak peek , she is seen wearing an unbuttoned blue shirt with a pair of short denim shorts and a red handkerchief on her headwears while trying to fix a broken @-@ car . The complete video premiered on May 4 , 2010 , and it is nearly five minutes long . The music video was officially released to iTunes Stores in the United States on May 18 , 2010 , two weeks after its original premiere . In May 2010 , the media reported that Knowles ' decision to release one more video from her album I Am ... Sasha Fierce just before Kelly Rowland released " Commander " was unfair on Rowland . These claims would be denied by Rowland who said that despite the clip for " Why Don 't You Love Me " airing several days before " Commander " , the media was " making too much of a big deal of release schedules and trying to create a feud where it doesn 't exist . " She also told Hip Hop Hollywood :

" We all came out at the same time and it really doesn 't matter ... I think there 's room for everybody ... There 's B [eyoncé] , there 's Ciara putting something out and [Lady] GaGa putting something out , but , because we started out together , people are going to say things like that . But I really don 't care , I love her [un] til our dying days and that 's all that counts .

= = = Synopsis and analysis = = =

The video begins with a tribute and sample of the opening credits of Leave It to Beaver which is overdubbed to introduce Knowles as " B.B. Homemaker " in a Daisy Dukes style outfit . The song begins once she goes inside a house and brings along a board saying " Why Don 't You Love Me " . Throughout the video , Knowles is seen crying , with mascara running down her cheeks while talking on the phone to her love interest , drinking a dry martini and smoking a cigarette . This projects an image of Beyoncé paying homage to Bettie Page just as she did in the music videos for " Telephone " and " Video Phone " , where she collaborated with Lady Gaga . In this scene , Knowles impersonates Betty Draper . According to Melanie Bertoldi of Billboard magazine , Knowles contends to her deadbeat lover while sipping a cocktail and French @-@ inhaling a cigarette in the music video . The fantasy @-@ laden imagery hardly ends there though , as it is followed by shots of sequences of Beyoncé gardening , washing dishes , scrubbing floors , and baking cookies . Rap @-@ Up commented on what happens in the video , saying that she is also reading during some scenes , in which she sings " Keep my head in them books , I 'm sharp ... " In the middle of the video , Knowles dusts off her mantlepiece , which is covered by her 16 Grammy awards she earned when

she was with Destiny 's Child and after the debut of her solo career . The video closes on her falling to the floor after hanging up the phone and finishing her martini , and says the final word " ... dumb ! " in a scene in which she is dressed in a dominatrix @-@ type outfit while holding a whip .

= = = Reception = = =

The music video received general acclaim from critics . Jon Caramanica of The New York Times described the video as one of Knowles ' best and most vivid . Brad Wete of Entertainment Weekly described Knowles as " one hot housewife in the [Why Don 't You Love Me] video " . This was echoed by Tray Hova of Vibe magazine who stated that " Beyoncé makes a mighty fine housewife " . Jayson Rodriguez of MTV News said that she did her best impersonation of Betty Draper . The Music Network complimented the production of the video while simultaneously making reference to Christina Aguilera and criticising the latter for her new video for her single " Not Myself Tonight " , writing : " ... housework has never looked so good ... Proving you don 't have to wear bondage gear and a ball @-@ gag to be sexy (hello Christina !) , the [19] 50s @-@ style video sees the R & B queen [Knowles] getting dirty in a different way : dusting her Grammys , watering the plants and scrubbing the shower in vintage lingerie ... She can come over to our house anytime . " Melanie Bertoldi of Billboard magazine commented on Knowles ' " dominatrix costume " at the end to Rihanna 's Rated R era . She finally complimented the music video by saying that " Beyoncé 's shamelessly campy performance ? complete with boatloads of running mascara ? is generously refreshing . " Chris Ryan of MTV Buzzworthy noted that the video was " kind of a tour de force " and compared it with the one for " Telephone " (2010) . He also noted that it showed " Beyoncé on the edge of a nervous breakdown . "

Amy Odell of New York magazine praised the video and noted that " the crazy twitchy behavior she exhibited in ' Telephone ' returns to much delight , but with a wardrobe that 's pure housewife instead of cold @-@ blooded drag @-@ queen murderer . " Odell also praised the playsuits in the video , which according to here were " a classier , more mature version of ' tards . " In another review , Odell concluded " It would be easy to credit the look of Beyoncé 's new video to Lady Gaga 's influence . " Francesca Stabile of The Village Voice gave a positive review for the video , writing , " The retro @-@ glam outfits , the oversized martini glass , the rolling around on the bed sobbing with eye makeup running down her face ... this is our favorite Bey [oncé] video ever . No one else can make doing household chores (dusting Grammys !) simultaneously look this good and this sad . " Gordon Smart of The Sun praised Knowles ' " strong look " completed by lumberjack shirt , bandana and denim hotpants in the video further comparing it with Amy Winehouse 's . Daniel Kreps of Rolling Stone magazine described the video as a " Douglas Sirk film through the eyes of David LaChapelle " and noted that several scenes looked like Knowles was being photographed for Vogue magazine on the set of The Brady Bunch . He concluded that " If Beyoncé was lobbying for a temptress role on Mad Men , ' Why Don 't You Love Me , ' ... would make the perfect audition reel . "

= = = Recognition = = =

Becky Bain of Idolator described Knowles as " adorable and funny " in the nostalgic , 60s @-@ inspired video for " Why Don 't You Love Me " . She also said that her retro @-@ style is " supercute " and charming . On August 3 , 2010 , Bain claimed that " Why Don 't You Love Me " is one of the videos that should have been nominated for Video of the Year at the 2010 MTV Video Music Awards , and she later said on September 8 , 2010 , that the clip for " Why Don 't You Love Me " should have been nominated instead that of " Video Phone " , in the category for Best Female Video at the 2010 MTV Video Music Awards . " Why Don 't You Love Me " also made number nine in Rap @-@ Up 's Best Videos of 2010 . In February 2012 , Kat George of VH1 placed the video at number one on her list of " The 6 Best Sets of Devastated Raccoon Eyes in Music Video History " , writing , " Beyoncé wins best panda eyes on the strength of melodrama ... and because she looks really hot in vintage style lingerie . Clearly tortured , Beyoncé 's panda eyes are paired with martinis , cigarettes ,

and just the right amount of crazy to make the whole thing unbearably sexy . " In 2013 , John Boone and Jennifer Cady of E ! Online placed the video at number three on their list of Knowles ' ten best music videos , writing , " It 's like a trip back in time . Except with sexier outfits , which were definitely missing from the ' 60s . So good call , Beyoncé ! You can even upgrade history ! " . In January 2010 , the video garnered a nomination in the category of Outstanding Music Video at the 42nd NAACP Image Award .

= = = Lawsuit = = =

Philip Markowitz , a neighbor of the man on whose property the video was filmed , filed a lawsuit on May 28 , 2010 , in Los Angeles seeking \$ 25 @,@ 000 . He sued Knowles , the companies " Klener & Company " and " Bags and Boards " , and Dina Ciccotello , for the video shoot for " Why Don 't You Love Me " . Markowitz complained that during the morning , every time he tried leaving his house , the crew was blocking his driveway . Markowitz claims that he " missed several business calls while arguing calmly in his driveway " . According to him : " [He] demanded compensation for the trespass on his property and the inconvenience and delay he had already suffered . " The case was later dismissed by a superior court judge in September .

= = Live performances = =

Beyoncé performed " Why Don 't You Love Me " live for the first time the 2011 Glastonbury Festival on June 26 , 2011 . During the performance she danced with her male backup dancers and the official video of the song was played on a screen behind them . Later , in May 2012 , Beyoncé performed a funky version of the song as a part of her revue show Revel Presents : Beyoncé Live in Atlantic City , New Jersey at Revel . While reviewing the show , Ben Ratliff of The New York Times wrote : " Then she makes some of the most thorough and gold @-@ plated declarations of self @-@ worth ever rendered in pop . ' There ? s nothing not to love about me , ' she sang ... without needing to make a joke out of it . " Maura Johnston of The Village Voice was also positive about the performance of the song , saying , " Live , she threw herself into the track , from tsk @-@ tsk @-@ tsk opening to impassioned ending ; after that , the song 's frenetic beat got transformed into an extended outro that showcased her band 's prowess in such a convincing way , she took off her shoes to dance along with it . " " Why Don 't You Love Me " was included in the set list of Beyoncé 's The Mrs. Carter Show World Tour (2013 @-@ 2014) .

The song was performed during Beyoncé and Jay @-@ Z 's co @-@ headlining On the Run Tour (2014) . Throughout the performance of the song , Beyoncé stopped performing several times watching the crowd while fans were blowing her hair . Rebecca Thomas of the MTV News felt that the performance of the song " seemed to reopen old wounds " . Kat Bein from the Miami New Times described the performance as one of the most dramatic moments of the concert further hailing it as " one of the rawest things we 've ever seen at a stadium show " .

= = Use in visual media and Grace Potter 's cover = =

In her second commercial for HDTV manufacturer Vizio , Knowles is shown battling herself for a guy 's attention . The mini video was set to " Why Don 't You Love Me " and it was directed by Jake Nava , who previously directed music videos for Knowles ' " Crazy in Love " (2003) and " Single Ladies " (2008) amongst others . Knowles explained the concept of the commercial to Rap @-@ Up , " The concept today is basically someone 's watching the television and I 've decided to step in their living room and perform especially for them . The TV looks so wonderful , they 're ignoring me so I 'm stepping it up and I 'm trying to perform harder and it doesn 't matter , the TV is better . " The spot premiered on Thanksgiving Day on November 24 , 2010 . A writer of Rap @-@ Up commented that Knowles " [brought] her alter ego Sasha Fierce back from the dead " , and that she faces her " toughest competition yet ? herself . "

In late April 2011 , Grace Potter from the American rock band Grace Potter and the Nocturnals

sang a rootsy acoustic rendition of " Why Don 't You Love Me " along with strategic handclaps and drummer Matthew Burr 's backbeat . Potter said that choosing to cover " Why Don 't You Love Me " was easy because she is " big @-@ voiced " . She elaborated : " As I was watching the video , I was watching for the visual candy . Then I slowly began falling in love with the song . " Jessica Letkemann of Billboard magazine complimented the cover , writing : " [the band] may usually rock with a 60s feel while Texas @-@ born Beyoncé is a queen of R & B , but one thing the two women undoubtedly have in common is an amazing set of pipes . "

= = Formats and track listings = =

German Digital Single

" Why Don 't You Love Me " ? 3 : 37

" Why Don 't You Love Me " (Jump Smokers Club Remix) ? 3 : 57

German Digital EP

" Why Don 't You Love Me " ? 3 : 37

" Why Don 't You Love Me " (Jump Smokers Club Remix) ? 3 : 57

" Why Don 't You Love Me " (Video) ? 4 : 50

UK Digital Remixes

" Why Don 't You Love Me " (MK Ultras Remix ? Radio Edit) ? 3 : 34

" Why Don 't You Love Me " (Starsmith Remix ? Radio Edit) ? 3 : 33

= = Personnel = =

Credits are taken from I Am ... Sasha Fierce 's liner notes .

Vocals ? Beyoncé Knowles

Producers and recorded by ? Bama Boyz , Beyoncé Knowles

Vocal production ? Beyoncé Knowles

Writers ? Beyoncé Knowles , Solange Knowles , Angela Beyince , Eddie Smith III , Jesse Rankins and Jonathan Wells

= = Charts = =

= = Release history = =