

= Fly Me Away =

" Fly Me Away " is an electronic song performed by British group Goldfrapp . The song was written and produced by Alison Goldfrapp and Will Gregory for the duo 's third album Supernature ( 2005 ) . The song features a synthesizer and orchestral arrangement and was written about the need to escape from the troubles of daily life .

The song was released as the album 's fourth single in May 2006 to positive reviews from music critics . It was a modest commercial success , reaching the top forty in Ireland and the United Kingdom . The song has been remixed a number of times and was featured in advertising campaigns for the US retail company Target .

= = Background and writing = =

" Fly Me Away " is a mid @-@ tempo electronic song about the need to escape from the troubles of daily life . It was composed as a collaborative effort between Alison Goldfrapp and Will Gregory in late 2004 in a rented cottage in the countryside of Bath , England . The song was written and recorded while Goldfrapp and Gregory were " jamming in the recording studio , bouncing song ideas off each other " . " Fly Me Away " is written in the common verse @-@ chorus form and features instrumentation from synthesizers and an orchestra that was conducted by Nick Ingman .

The North American digital EP featured a cover version of " Boys Will Be Boys " as its B @-@ side . The song was originally performed by British rock group The Ordinary Boys .

= = Marketing and release = =

In late 2006 , " Fly Me Away " was featured in Christmas advertising campaigns for the US retail company Target . The song , along with " Number 1 " , was featured in winter themed television commercials . An instrumental of the song was also featured in advertisements for L 'Oréal Féria , which starred actress Scarlett Johansson .

" Fly Me Away " was released as a various formats throughout the world . While most territories received a CD single and digital download release , the single was released as a limited edition 12 @-@ inch single in April 2006 in the UK . A DVD single was also issued and included the " Fly Me Away : Inflight Movies ( Paris - New York - London ) " film , directed by Hannah Holland , and Diane Martel 's music video for " Ride A White Horse " .

The Chris Hopewell @-@ directed music video for " Fly Me Away " was never released . Clips from the video have , however , leaked on to the internet , appearing on the video sharing website YouTube . Instead , Goldfrapp released a performance video on their MySpace page and an animated short film version , directed by Andreas Nilsson and titled " Jakko & the Poet " , on the Supernature Limited Edition DVD .

= = Chart performance = =

" Fly Me Away " was released in the United Kingdom on 1 May 2006 . Because it was released as the fourth single , success was very limited since many consumers had already purchased the album , which at the time had been certified platinum in the UK . The song entered the UK Singles Chart on 8 May 2006 at number twenty @-@ six . The following week it dropped thirty @-@ five positions to number sixty @-@ one and exited the singles chart in its third week of release . In Ireland , the song entered at number forty , remaining on the singles chart for one week . In the US , " Fly My Away " became Goldfrapp 's fourth song to chart within the top ten of the Billboard Dance Chart , reaching number six .

= = Remixes = =

Carl Craig made the most well @-@ known remix of the song , titled the " C2 rmx 4 " , which was

included on the limited edition CD single . The track uses Goldfrapp 's original vocals over a heavy bass line and layered synths . Craig also created two other C2 remixes , which focus on Gregory 's instrumentation . Ladytron 's remix of " Fly Me Away " remained close to the original , but was called less " fun and bouncy " by About.com reviewer Mike Stier . Stier also disliked Filippo Moscatello 's " Naughty rmx " writing that it did not contain the " zest and zing " that Craig 's remixes had .

= = Formats and track listings = =

These are the formats and track listings of single releases of " Fly Me Away " .

= = Personnel = =

The following people contributed to Fly Me Away :

Alison Goldfrapp ? lead vocals , backing vocals , synthesizer

Nick Batt ? synthesizer , programming

Will Gregory ? synthesizer

Mark " Spike " Stent ? mixing

Ted Jensen ? mastering

= = Charts = =