

= Shades of Cool =

" Shades of Cool " is a song by American singer and songwriter Lana Del Rey , taken from her third studio album , Ultraviolence (2014) . It was written by Del Rey and Rick Nowels , and produced by Dan Auerbach . The song was released on May 26 , 2014 by Interscope Records as the second single from Ultraviolence . Lyrically , the single talks about an " unfixable " man .

" Shades of Cool " received general acclaim from music critics , who praised its musical style . A few of whom opined that the track would be appropriate for a James Bond film . Commercially , the single peaking at number 79 on the US Billboard Hot 100 and entered the top @-@ 40 of a few record charts , including Belgium , France , Italy , and Spain . A music video for " Shades of Cool " was directed by Jake Nava and was described as a film noir visual .

= = Composition = =

" Shades of Cool " was written by Del Rey and Rick Nowels , and produced by Dan Auerbach . Composed in the key of D minor , the song runs at a moderate slow tempo of 46 beats per minute . It was described as a waltz instrumented by " slow @-@ burn " bassline , guitar , and string instruments ; the track features a guitar solo delivered by Auerbach . Del Rey 's vocals span from A3 to B5 . Her " operatic " soprano vocals blending with " trademark wailing vibrato " create a ghostly atmosphere on " Shades of Cool " . Chris Coplan from Consequence of Sound described the song as " a slow and slightly gloomy ballad . " Meanwhile , " Shades of Cool " was characterized as a " seeping , atmospheric " ballad that contrasts the more " pop @-@ savvy swaggering ' West Coast ' " by Billboard 's Colin Stutz . On the single , Del Rey sings about an " unfixable " man : " But you are unfixable / I can ? t break through your world / ? Cause you live in shades of cool / Your heart is unbreakable . "

= = Reception = =

" Shades of Cool " received positive reviews from music critics . Coplan of Consequence of Sound complimented the song for its " grace and sophistication " . Saran Shetty of Slate called " Shades of Cool " " a beautiful , brooding return to form [for Del Rey] " , and opined that the single would " fit perfectly " in a James Bond theme track . Likewise , Rolling Stone 's Calyn Ganz wrote that the track " would be perfect for a James Bond film directed by Quentin Tarantino . " Lathan Ryan from PopMatters positively compared Del Rey 's vocals on " Shades of Cool " to those of Cocteau Twins vocalist Elizabeth Fraser , observing that " Del Rey has never sounded better " .

The single peaked at number 79 on the US Billboard Hot 100 . It managed to enter the top 40 of a few record charts : Belgian Wallonia (number 40) , France (number 37) , Hungary (number 19) , and Spain (number 31) . The single peaked at number three on the Greece Digital Songs , a chart operated by Billboard magazine .

= = Music video = =

The music video for " Shades of Cool " was directed by Jake Nava and was released on June 17 , 2014 . The video features tattoo artist Mark Mahoney , who also appeared in the music video for " West Coast " , as Del Rey 's love interest . Filmed in Los Angeles , California , the clip is a " romantic " film noir visual depicting the streets of Los Angeles at night , a 1970s @-@ themed neighborhood , and a pool . In the video , Del Rey dances for her love interest in " flowing " dresses . An alternative version of the visual for " Shades of Cool " , which was also directed by Nava , was released in July 2014 . This version , in which Del Rey is seen dead , was described as " darker " than the original video .

= = Track listing = =

Digital download
" Shades of Cool " ? 5 : 42

= = Personnel = =

Credits adapted from the liner notes of Ultraviolence .

Performance credits

Lana Del Rey ? vocals

Instruments

Technical and production

= = Charts = =

= = Release history = =