

= Skin (Rihanna song) =

" Skin " is a song by Barbadian recording artist Rihanna from her fifth studio album , Loud (2010) . The song was written by Kenneth Coby and Ursula Yancy , with production helmed by Soundz . Musically , " Skin " is influenced by pop , dance @-@ pop and dubstep genres , whilst lyrically , the song is about being in a relationship with someone and only wanting to feel their skin close to the protagonists . " Skin " received generally positive reviews from critics , as part of their overall review of Loud , praising " Skin " ' s compositions as well as Rihanna ' s sensual vocal performance . The song was included on the set list of the Loud Tour (2011) , where Rihanna retrieves a man or woman from the audience near the end of the song , and performs a lap @-@ dance whilst on an elevated platform . " Skin " was also used in Rihanna ' s advertisement campaign for Armani Jeans .

= = Background and composition = =

" Skin " was written by Kenneth Coby and Ursula Yancy , with production helmed by Coby under his stage name Soundz . The song was recorded at Studio at the Palms Casino Resort in Las Vegas , Nevada . " Skin " is written in the key of G minor and is set in common time with a moderate groove of 62 beats per minute . " Skin " contains elements of pop , dance @-@ pop and dubstep , while the song is composed with bass instruments , synthesizers and an electric guitar . As commented by Robbie Daw of Idolator , the song ' s " real " hook is " the fuzzy electric guitar " that begins sawing through the melody about three minutes in , and continues building until it reaches " a , er , climactic [sic] solo at the very end . " Rihanna ' s vocal range in the song spans from the low note of G3 to the high note of B ? 4 . As noted by Emily Mackay of NME , her vocals sound " restrained " and " controlled " . Throughout the song , Rihanna sounds " suspenseful " and " sultry " as she sings the lyrics " I got secrets that I wanna show you " . Thomas Conner of Chicago Sun @-@ Times wrote that the singer " teases her man " and " lets him at her " as she sings the line " You 've waited long enough " before instructing " Don 't hold back / you know I like it rough " .

= = Critical reception = =

Of the multiple music critics who commented on the song , the majority praised " Skin " ' s musical structure and Rihanna ' s vocal performance . Apart from writing about the song ' s composition , Daw called the ballad " smoldering " and compared the last minute of the song to Sade ' s " No Ordinary Love " for the song ' s sensual content , but noted that Adu ' s song is not as lyrically graphic as " Skin " . Jon Pareles of The New York Times commented that Rihanna ' s sensuality in the song is evoked though her use of sexually suggestive moaning and heavy breathing , adding to the " slow , torrid buildup " . Colin Gentry of 4Music noted that Rihanna appears to be transitioning from singing songs about partying and dancing in clubs to singing about her sexual fantasies and desires , writing " Rihanna swaggers through the album as a woman on the prowl , taking her conquests from the clubs to the bedroom . Demanding to know ' why are you standing over there with your clothes on ? ' on sultry track Skin , the Barbadian clearly means business . " Ryan Dombell of Pitchfork Media concurred with Stern with regard to " Skin " being the singer ' s most mature song to date , writing " ' Skin ' is her sexiest song yet , a haunted , near @-@ dubstep stunner that wouldn 't sound totally out of place on Massive Attack ' s Mezzanine . "

Ryan Burleson of Consequence of Sound commented that Rihanna ' s combines different emotions in the song to increase the level of provocativeness , writing " For its part , the Soundz @-@ produced ' Skin ' combines these emotions into a five @-@ minute space @-@ hop excursion into the boudoir , driving deep into the id with an austere , though undeniably potent amount of minor chords and bass . " Andy Kellman of AllMusic chose " Skin " as one of the highlights on Loud , writing , " One song that sounds nothing like anything else in Rihanna ' s past is ' Skin , ' a contender for anti @-@ gravity slow jam of 2010 ? a match for Trey Songz ' s ' Red Lipstick ' and Usher ' s ' Mars vs Venus . ' " USA Today ' s Steve Jones also put the song in his list of tracks from Loud to consider downloading . Jerry Shriver of the same publication found " down @-@ and @-@ dirty

@-@ ness " in the chorus of the song . James Skinner of BBC Online said that the line " I like it rough " was a little " uncomfortable in the light of her personal history " . Thomas Conner of Chicago Sun @-@ Times commented on Rihanna 's sex appeal in the song , writing " the art of her seduction is oh @-@ so slow and merciless " .

= = Armani Jeans campaign = =

The song was also used in Rihanna 's advertisement campaign for Armani Jeans and Emporio Armani Underwear . The advert , which launched the brand 's Fall 2011 line , was directed by Johan Renck and photographed by Steven Klein . In the advert , " Rihanna wears a short blonde wig and enters a vintage car with a bag of clothing , changing in the car and visible in her underwear while a bodyguard keeps watch . She then leaves the car wearing a dark leather jacket and Armani jeans and takes an elevator out of the underground parking lot to meet her partner @-@ in @-@ crime or love interest " . Giorgio Armani said that Rihanna was a " pleasure to work with " and said that she " perfectly embodies " the spirit of his company . The advert , which was filmed in New York City and shot in monochrome , was also used to launch Armani 's e @-@ commerce site .

The advertisement received overwhelmingly positive reviews from critics , with The Huffington Post claiming that it was " sizzling " . The magazine Stylist called the advert " saucy " and praised the fact that it " combines traces of metropolitan storytelling , cops ' n robbers movies with an ode to film noir , but with a lighter and ironic touch " . Claiming that Rihanna is " at her steamy @-@ best " in the " sultry " piece , the Hindustan Times said that the piece " is a must @-@ watch , not just for its steam factor but for its visual and aesthetic sense too " . Grazia also gave a positive review by saying that the advert was , among other things , " saucy " and " exciting " .

= = Live performances = =

Though the song has never been performed live as part of a televised performance , the song was featured on the set list of the Loud Tour . Before she performed " Skin " , Rihanna appeared on stage with a set similar to that of her performance of " S & M " remix with Britney Spears at the 2011 Billboard Music Awards , wearing a black tuxedo and pink tie to perform a cover of Prince 's " Darling Nikki " , before transitioning into " S & M " . As " S & M " started , Rihanna removed her tuxedo to reveal a white PVC body suit . After performing " S & M " , Rihanna performed " Skin " while laying on raised platform , and at near the end of the performance said " this is the part of the show when we like to have a little fun ? who wants to come up here and get freaky with me ? " and takes a man out of the audience and pins them down on the platform , where she provocatively and sexually gyrates and grinds him as they are lowered under the stage as the song 's instrumental ends and the lights go out . Rihanna has caused controversy by occasionally opting to perform the act with a woman instead .

The sexually suggestive performances of " Skin " have been met with mixed reactions from critics . The Daily Mail was critical of the routine ; they branded it " lewd " , compared the routine with Rihanna 's previous sexual performances and voiced the belief that the singer had " outdone herself " with the " raunchy and overtly sexualised " routine . A few months later , the paper claimed that Rihanna had " pushed the boundaries " by lap dancing an older man at her show in Barbados and a review for the Evening Herald voiced similar sentiments , arguing that Rihanna 's " good girl gone bad image is getting tired " . The Daily Record praised Rihanna 's Glasgow performance but argued that the lap dance at the end of the " Skin " routine was " a move that had parents covering their children 's eyes " . Catriona Stewart Lotte Jeffs , editor of ES Magazine , was one of the audience members who received a lap dance from Rihanna and reacted positively , saying " [i] t was a night I will never forget " .

= = Credits and personnel = =

Robyn " Rihanna " Fenty ? Vocals

Kenneth Coby and Ursula Yancy ? Songwriting
Soundz ? Producer
Makeba Riddick ? Vocal production
Kuk Harrel ? Additional vocal production
Nuno Bettencourt ? guitar
Rob Katz and Bobby Campbell ? Assistant Engineering
Mixed by Jayden Joshua at Larrabee Sound Studios , Los Angeles , California ? Mixing
Jesus Garnica ? Assistant mixing
Chad " C Note " Roper at Westlake Recording Studios , Los Angeles ? Music recording
Recorded by Kuk Harrel , Josh Gudwin and Marcus Tovar at Studio , Palms Casino Resort ,
Paradise , Nevada ? Vocal recording
Credits and personnel adapted from the liner notes of Loud .

= = Charts = =

Upon the release of Loud , " Skin " charted at number 66 on the South Korea Gaon International Chart for the issue dated November 14 , 2010 .