



It's a well known fact that the easiest way to offend most bands is to pigeon hole them into one category, to compare them to other artists when in truth they are trying to staple their own mark onto the music world, The Pleasure are no exception. Plying their trade now for over ten years, Germany's The Pleasure have somehow managed to elude a record deal but alas can not escape the dreaded comparisons. Apparently they "shun such narrow categorizing", fair enough if they had been compared to say the Spice Girls or the Crazy Frog but no, these guys have been held in high esteem, gaining comparisons to none other then the Beatles and after one listen of their latest album, 'S/T' it is easy to see why. Vocally there is an air of John Lennon inching its way out of every line sung by Jens Kreuzer whilst the band's ability to produce Brit Pop with an appealing 60s edge only adds fuel to the fire and while they may not yet have the capabilities to stand side by side with the Fab Four, there is no escaping their infectious Brit Pop styling laced seductively with a Beatles twist.

'S/T' is a minefield of chirpy, sun kissed tunes bursting with a pop mentality that is encased chugging guitars that offer a dash of rock amongst an atmospheric psychedelica. Even slower, mellow numbers such as 'Good Life With You' can not conceal a hint of a smile beneath its more somber lyrics and mournful bass and an epic guitar solo that lifts the track to another platform, The Pleasure simply make the type of music that bombarded the airwaves in the 60s only now they are bringing it steadily up to date. From this The Pleasure are able to create songs that beg to be single releases such as 'Our Few Days' that effortlessly flows on an uplifting beat that steadily soars for each chorus, almost taking off on a life of its own. Likewise 'Uncommon Man' offers a jovial upbeat jangling tune that whips past in a pop driven whirlwind that ordinarily would be marked out as the clear cut single choice. Unfortunately, The Pleasure don't have the 'pleasure' of such things having somehow been overlooked by record labels for years.

'S/T' may resemble an album that has clawed its way out of 60s Britain suggesting that The Pleasure are mere imitators but there is much more to them than that if only the surface is scratched ever so slightly. They may sound like bands of the past; they may be inundated with comparisons to a certain band from Liverpool but in the end which act has not been related to someone else? Not every song on 'S/T' is going to grip but the hidden gems sure outweigh the mere filler tracks. The Pleasure will be hard pressed to avoid gaining the odd comparison to the Fab Four, but ultimately there are worst artists they could be lumped in with and at the end of the day this is a trio who hail from Germany but are creating music so drenched in Brit Pop that it could easily have strayed out of a rehearsal room in London, although in this case its come via Deutschland.

by Jodie Woodgate