Sade (singer)

Helen Folasade Adu <u>CBE</u> (Yoruba: *Foláṣadé Adú* [fɔláʃadé ādú]; born 16 January 1959), known professionally as **Sade Adu** or simply **Sade** (ʃɑ:ˈdeɪ/ shah-DAY), is a Nigerian British singer-songwriter, composer, arranger and record producer. Backed by members <u>Paul S. Denman</u>, Andrew Hale and <u>Stuart Matthewman</u>, she gained worldwide fame as the lead vocalist of the English ban&ade.

Following a brief stint as a fashion designer of men's clothing and part-time model, Sade began singing backup for the band Pride in the early 1980s. Growing attention from record labels led her, along with other fellow band members, to separate from Pride and form the band Sade. Following a record deal with Epic Records, the band released their debut album Diamond Life (1984). The album sold over six million copies, becoming one of the top-selling debut recordings of the 1980s, and the best-selling debut ever by a British female vocalist.

Following the release of the band's debut album, they went on to release a string of multi-platinum selling albums. Their follow-up *Promise* was released in 1985, peaked at number-one in the <u>UK Albums Chart</u> and the US *Billboard* 200, and went on to sell four million copies in the US. Sade later made her acting debut in the British film, *Absolute Beginners* (1986), before the release of the band's albums, *Stronger Than Pride* (1988) and *Love Deluxe* (1992). After the release of the fifth album, *Lovers Rock* (2000), the band embarked on a ten-year hiatus in which Sade raised her son. Following the hiatus, the band returned with their sixth album, *Soldier of Love* (2010) which became a commercial success and won a *Grammy* Award.

Sade's US certified sales stand at 23.5 million units (as of 2015), according to Recording Industry Association of America (RIAA)^[1] website, and the band has sold more than 50 million units worldwide.

The band was ranked at number 50 on $\underline{VH1}$'s list of the "100 greatest artists of all time". [2][3] In 2010, $\underline{The~Sunday~Times}$ described her as the most successful solo British female artist in history. [4] In 2012, Sade was listed at number 30 on $\underline{VH1}$'s "100 Greatest Women In Music". [5]

Contents

Early life

Musical career

1980–84: Beginnings and *Diamond Life* 1985–2000: Continued success and first hiatus 2000–10: *Lovers Rock* and second hiatus 2010–present: *Soldier of Love* and third hiatus

Legacy

Personal life

Honours, awards and nominations

Sade CBE



Sade performing at the SAP Arena, Mannheim, Germany, in 2011

Born	Helen Folasade Adu 16 January 1959 Ibadan, Colony and Protectorate of Nigeria
Residence	Cotswolds, Gloucestershire, England
Nationality	British Nigerian
Other names	Sade Adu
Alma mater	Saint Martin's School of Art
Occupation	Singer-songwriter · composer · arranger · record producer
Spouse(s)	Carlos Scola Pliego (m. 1989–1995)
Partner(s)	lan Watts (2007- present)
Children	1
Parent(s)	

Discography
Tours
See also
References
Further reading
External links

Early life

Helen Folasade Adu was born on 16 January 1959 in <u>Ibadan</u>, <u>Oyo State</u>, Nigeria. [4] Her middle name, Folasade, means "honour confers a crown". [6] Her parents, Adebisi Adu, a <u>Nigerian</u> lecturer in economics of <u>Yoruba</u> background, and Anne Hayes, an <u>English</u> district nurse, met in <u>London</u>, married in 1955 and moved to

	Adebisi Adu Anne Hayes	
Musical career		
Genres	R&B · soul	
Instruments	Vocals	
Years active	1982–present	
Labels	Portrait · Epic · RCA · Sony	
Associated acts	Arriva · Pride · Sade	
Website	www.sade.com	

Nigeria. [4][7] Her parents separated, however, and Anne Hayes returned to England, taking four-year-old Sade and older brother Banji with her to live with their grandparents near Colchester, Essex. When Sade was 11 years old, she moved to Holland-on-Sea Essex, to live with her mother After completing her education at Clacton County High School age 18, she moved to London and studied fashion design at Saint Martin's School of Art [4][8][10]

Musical career



Sade and band at the SAP Arena, Germany, in 2011

1980-84: Beginnings and Diamond Life

After completing a three-year course work in fashion design, and later modeling briefly, Sade began backup singing with British band Pride. During this time, she formed a songwriting partnership with Pride's guitarist/saxophonist Stuart Matthewman, together, backed by Pride's rhythm section, they began doing their own sets at Pride gigs.^[11] Her solo performances of the song "Smooth Operator" attracted the attention of record companies, and in 1983 Sade and Matthewman split from Pride, along with keyboardist Andrew Hale, bassisPaul Denman and drummer Paul Cook, to form the band Sade. [4][11] By the time she performed her first show at

London's <u>Heaven</u> nightclub, she had become so popular that 1,000 people were turned away at the door.^[7] In May 1983, Sade performed their first US show at the <u>Danceteria</u> nightclub in New York City. On 18 October 1983, Sade Adu signed with Epic Records, while the rest of the band signed in 1984.^[2]

Following the record deal, the group began recording their debut album, <u>Diamond Life</u>, which took six weeks to record and was recorded entirely at The Power Plant in London. Diamond Life was released on 16 July 1984, reached number two in the <u>UK Album Chart</u>, sold over 1.2 million copies in the UK, and won the <u>Brit Award</u> for Best British Album in 1985. The album was also a hit internationally, reaching number one in several countries and the top ten in the US, where it has sold in excess of four million copies. *Diamond Life* had international sales of over six million copies, becoming one of the top-selling debut recordings of the '80s, and the best-selling debut ever by a British female vocalis.

"Your Love Is King" was released as the album's lead single on 25 February 1984 and was a success in European territories, charting at number seven in Ireland and number six on the UK Singles Chart [15][16] The song was less successful in the US, where it peaked at number 54 on the US <u>Billboard Hot 100</u>. [17] The third single, "Smooth Operator", was released on 15 September 1984 and became the most successful song in the US from the album *Diamond Life*. The track peaked at number five on the US <u>Billboard Hot 100</u> and the US <u>Billboard Hot Black Singles</u> as well as peaking at number one on the US <u>Billboard Adult Contemporary chart</u>. [18] In Europe the song fared well, peaking at number 19 in the UK, [19] and reaching the top 20 in <u>Austria</u>, Switzerland, France and Germany [20]

1985-2000: Continued success and first hiatus

In late 1985, the band released their second album, *Promise*, which peaked at number one in both the UK and the US^{[21][22]} and became the band's first album to reach number one on the US *Billboard* 200. The album topped the chart in 1986 and spent two weeks at the peak position.^[23] Eventually, the album went on to sell four million copies in the region and was certified four times platinum by the Recording Industry Association of America (RIAA).^[24] The album spawned two singles "Never as Good as the First Time" and "The Sweetest Taboo," the latter of which was released as the album's lead single and stayed on the US Hot 100 for six months.^[25] "The Sweetest Taboo" peaked at number five on the US *Billboard* Hot 100, number one on the US adult Contemporary chart, and number three on the US Hot R&B/Hip-Hop Singles & Tracks.^[26] Sade was so popular that some radio



Sade in 2011

stations reinstated the '70s practice of playing album tracks, adding "Is It a Crime" and "Tar Baby" to their playlists.^[25] The following year, 1986, the band won a<u>Grammy Award</u> for <u>Best New Artist</u>.

In 1986, Sade made her acting debut in <u>Absolute Beginners</u>, a film adapted from the <u>Colin MacInnes</u> book of the <u>same name</u> about life in late-1950s <u>London</u>. Sade played the role of Athene Duncannon and lent her vocals to the film's accompanying soundtrack.^[28] The film was screened out of competition at the <u>1986 Cannes Film Festival</u> and grossed £1.8 million in the UK.^[29] Sade's third album, <u>Stronger Than Pride</u>, was released on 3 May 1988, and like Sade's previous album became a commercial success and certified three times platinum in the US.^[24] The album was popularized by four singles, most notably the album's second single "<u>Paradise</u>", which peaked at number 16 on the US <u>Billboard Hot 100</u> and peaked at number one on the US <u>Billboard Hot R&B/Hip-Hop Songs</u>, becoming the band's first single to do so.^[30]

<u>Love Deluxe</u> was released as the band's fourth studio album on 26 October 1992. The album peaked at number three on the US <u>Billboard 200</u>^[31] and has sold 3.4 million copies in the United States. The album was later certified four times platinum by the RIAA for shipments of four million copies. The album was also commercially successful elsewhere, reaching number-one in France, and reaching the top ten in New Zealand, Sweden, Sweden, Switzerland, and the UK. The album went on to be certified gold in the United Kingdom. In November 1994, the group released their first compilation album, <u>The Best of Sade</u>. The album was another top ten hit in both the United Kingdom and the United States, certified platinum and four times platinum, respectively. The compilation album included material from Sade's previous albums, as well as a <u>cover version</u> of "Please Send Me Someone to Love' (1950), originally by Percy Mayfield.

2000–10: Lovers Rock and second hiatus

Following an eight-year hiatus, the band released their fifth studio album, <u>Lovers Rock</u>, on 13 November 2000 and received positive reviews from music critics. The album reached number 18 on the <u>UK Albums Chart</u>, number three on the US <u>Billboard 200</u>, and has since been certified triple platinum by the <u>Recording Industry Association of America</u> (RIAA), having sold 3.9 million copies in the United States by February 2010. On 27 February 2002, the album earned Sade the <u>Grammy Award for Best Pop Vocal Album</u>, and the lead single "<u>By Your Side</u>" was nominated for the <u>2002 Grammy Award for Best Female Pop Vocal Performance</u> Although the single lost out to <u>Nelly Furtado</u>'s "<u>I'm Like a Bird</u>", it has been listed as the 48th greatest love song of all time by VH1.

To promote the album, Sade and the band embarked on their fifth concert tour entitled <u>Lovers Rock Tour</u>. The tour was announced via the band's website in April 2001. [47] The announcement stated the tour would begin in the summer of 2001 with 30 shows. Initial dates were rescheduled due to extended rehearsal time. The shows sold well, with many stops adding additional shows. In August 2001, the tour was extended by eight weeks due to ticket demand. [48] Deemed by many critics as a comeback tour, it marked the band's first performances since 1994 and lasted until 2011. Although many believed the trek would expand to other countries, this did not occur. With over 40 shows, it became the 13thbiggest tour in North America, earning over 26 million. [49]

Following the tour, the band released their first <u>live album</u>, <u>Lovers Live</u> on 5 February 2002 by <u>Epic Records</u>. <u>Lovers Live</u> reached number ten on the US <u>Billboard 200</u> and number 51 on the <u>UK Albums Chart</u>, the band's first album to miss the top twenty in the UK. The album was certified gold by the RIAA on 7 March 2002, having reached US sales of 562,000 copies, while the DVD was certified platinum on 30 January 2003 for shipping 100,000 copies.

Following the release of *Lovers Rock*, Sade took a ten-year hiatus, during which she raised her daughter and moved to the Caribbean. During this time, she made a rare public appearance for an award ceremony that took place in 2002 to accept an <u>Order of the British Empire</u> (OBE) at <u>Buckingham Palace</u> for services to music^[51] In 2002, she appeared on the <u>Red Hot Organization</u> album, <u>Red Hot + Riot</u>, a compilation CD in tribute to the music of fellow Nigerian musician, <u>Fela Kuti</u>. She recorded a remix of her hit single "By Your Side" for the album and was billed as a co-poducer.

2010-present: Soldier of Love and third hiatus

The band's sixth studio album, <u>Soldier of Love</u>, was released worldwide on 8 February 2010 and was the most recent album in ten years to contain new material.^[8] Upon release, the album received positive reviews and became a success.^[52] The album debuted atop the <u>Billboard 200</u> in the United States with first-week sales of 502,000 copies. <u>Soldier of Love</u> became the band's first album to debut at number-one and the band's second album to peak at number-one on the chart. The album also had the best sales week by a group since Australian band <u>AC/DC</u> released their album <u>Black Ice</u> and entered the <u>Billboard 200</u> at number-one in November 2008.^[23] Consequently, the band became the act with the longest hiatus between number-one albums, as the band's <u>Promise</u> (1985) and <u>Soldier of Love</u> were separated by 24 years, 10 months and 2 weeks.^[53]



Sade in 2011

The first single and title track, "Soldier of Love", premiered on US radio on 8 December 2009^{[54][55]} and was released digitally on 11 January 2010.^[56] Subsequent singles, "Babyfather" and "The Moon and the Sky", were played by US urban adult contemporary

radio on 13 April and 24 August 2010, respectively.^{[57][58]} At the <u>53rd Annual Grammy Awards</u> in 2011, the title track won <u>Best R&B Performance by a Duo or Group with Vocals</u>, while the song, "Babyfather", was nominated for <u>Best Pop Performance by a Duo or Group with Vocals</u>. The title track won <u>Best Pop Performance by a Duo or Group with Vocals</u>, while the song, "Babyfather", was nominated for <u>Best Pop Performance by a Duo or Group with Vocals</u>.

In April 2011, the band began their <u>Sade Live</u> tour (also known as the "Once in a Lifetime Tour" or the "Soldier of Love Tour"). The band toured Europe, the Americas, Australia and Asia to promote the band's sixth studio album and their second <u>compilation album</u>, *The Ultimate Collection*(2011). This trek marked the band's first tour in nearly a decade and ranked 27th in *Pollstar's* "Top 50 Worldwide Tour (Mid-Year)", earning over 20 million dollars. At the conclusion of 2011, the tour placed tenth on *Billboard's* annual "Top 25 Tours", earning over \$50 million with 59 shows. The tour was chronicled with <u>Bring Me Home - Live 2011</u>, released in May, 2012.

In March 2018 the band released the acoustic ballad "A Flower of the Universe" for the soundtrack to the <u>Disney</u> film <u>A Wrinkle In Time</u>. About asking Sade to contribute to the album, Director <u>Ava DuVernay</u> wrote "I never thought she'd say yes, but asked anyway."^[63]

Legacy

The band is credited with influencing the musical genre of <u>neo soul</u> and achieving success in the 1980s with songs that featured a <u>sophisti-pop</u> style, incorporating elements of <u>soul</u>, <u>pop</u>, <u>smooth jazz</u> and <u>quiet storm</u>. The band was part of a new wave of British <u>R&B</u>-oriented artists during the late-1980s and early-1990s that also included artists <u>Soul II Soul</u>, <u>Caron Wheeler</u>, <u>The Brand New Heavies</u>, <u>Simply Red</u>, <u>Jamiroquai</u> and <u>Lisa Stansfield</u>. AllMusic's Alex Henderson writes that, "Many of the British artists who emerged during that period had a neo-soul outlook and were able to blend influences from different eras". Following the coining of the term "quiet storm" by <u>Smokey Robinson</u>, Sade was credited for helping give the genre a worldwide audience. Adu has a contralto vocal range.

Sade's work has influenced numerous musical artists. Rapper Rakim of Eric B. & Rakim stated he grew up listening to Sade's soul music and was influenced by her voice and style. Rakim has also referenced Sade's song "Smooth Operator" in his rap song "Paid in Full" (1987). [68] Talib Kweli stated he learned about precision from Sade due to her performance of Love Deluxe in its entirety at Madison Square Garden [68] Frontman Chino Moreno of the alternative metal band Deftones has cited Love Deluxe as one of his top 13 favorite albums. [69] In an interview with The Quietus, Moreno said, "I've always loved it, it was a big inspiration on me. It's sort of classy, another cocktail and cityscape record. [69] The band also covered the lead single "No Ordinary Love" in collaboration with singer Jonah Matranga for the band's 2005 compilation album. B-Sides & Rarities [70]

Sade's work has also been recognized by many musical artists. Rapper Missy Elliott cited Sade's performance of "Smooth Operator" as one of her favourites. Hip hop group Souls of Mischief stated they grew up listening to Sade's music. Hip hop group Tanya Morgan also described Sade as one of their favorite artists. Other rappers to recognize Sade include the former rap-duo oclipse—Malice and Pusha. In reaction to the newly released album Soldier of Love, rapper Kanye West wrote, "This is why i still have a blog. To be a part of moments like this ... new Sade ... How much better this ... than everything else?". Rapper Rick Ross stated in an interview that "People may know my infatuation with Sade. There's never been a bad Sade track. I love all diffent sides."

American singer-songwriter Beyoncé has recognized Sade, calling her music a "true friend".^[72] The late singer Aaliyah noted that she admired Sade because "she stays true to her style no matter what... she's an amazing artist, an amazing performer... and I absolutely love her."^[73] American R&B singer Brandy has cited Sade as one of her major vocal influences.^[74] Singer Keri Hilson said, "My Dad would whistle Sade melodies randomly all the time. As a kid, I used to try to whistle along the Day or The Sweetest Taboo.' He was a real Sade fan and made me one, too!"^[68] Kelly Rowland stated she is inspired by Sade Adu and says that "she has a style that's totally her own. ^[75][76]

Personal life

Sade squatted in Wood Green, North London, in the 1980s, with her then-boyfriend English writer Robert Elms. [77] In 1989, she married Spanish film director Carlos Pliego. Their marriage ended in 1995. [4] Sade moved briefly to the Caribbean to live with Jamaican music producer Bob Morgan in the late-1990s, but they later separated. [4] During her relationship with Morgan, Sade gave birth to Izaak, who was then known as Mickailia, on 21 July 1996. Sade has been in a relationship with former Royal Marine Ian Watts since 2007, and from this relationship she has a stepson, Jack. Morgan has nothing to do with their child and Izaak considers Ian as his father. In 2016 on National Coming Out Day Izaak came out as transgender and is no longer known as Mickailia. [79]

In 2005, Sade moved to the <u>Cotswolds</u>, <u>Gloucestershire</u>, in the countryside where she bought a run-down, stone-built cottage near <u>Stroud</u> to renovate with her partner Ian Watts.^[7] Prior to the release of <u>Soldier of Love</u> in 2010, the <u>Daily Mail</u> described her as "famously reclusive". Unlike most musicians, Sade does not care for fame and rarely grants interviews.

Honours, awards and nominations

Sade was appointed Officer of the Order of the British Empire (OBE) in 2002 for services to music, and stated her award was "a great gesture to me and all black women in England". She was promoted to Commander of the same Order (CBE) in the 2017 Birthday Honours, also for services to music.

Discography

Studio albums

■ 1984: Diamond Life

■ 1985: Promise

■ 1988: <u>Stronger Than Pride</u>

1992: Love Deluxe

■ 2000: Lovers Rock

Other albums

■ 1992: Remix Deluxe

■ 1994: The Best of Sade

■ 2002: Lovers Live

■ 2011: <u>The Ultimate</u> Collection

Collaboration

- Absolute Beginners OST (Virgin, 1986)
- Flower of the Universe OST (Disney/Sony, 2018)

■ 2010: Soldier of Love

■ 2018: Love, Helen

■ 2012: <u>Bring Me Home: Live</u> 2011

Tours

■ 1984: Diamond Life Tour

1986: Promise Tour

■ 1988: Stronger Than Pride Tour

■ 1993: Love Deluxe World Tour

2001: Lovers Rock Tour

2011: Sade Live

See also

Music history of the United States in the 1980s

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