

issue #01

# Él é

mag

## September 2020

**STORY**

Let Go of 2000's  
Avril Lavigne

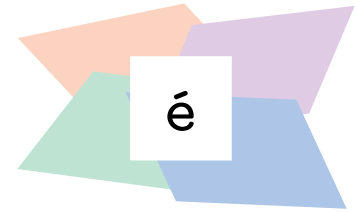
Down with White  
supremacy

Survive the  
pandemic  
with style



léonore

# Sept. 2020



## Down with **White supremacy**

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Élé

As a 80's baby, 90's kid and 2000's teen I have lived through nuclear disasters, the original neon colours fashion, boys bands overload and economic doom. You'd think I'd be wise enough not to ask "What could possibly be worse?" in this year 2020! Well, obviously a global pandemic could do the trick.

These times feel especially daunting as our species is only starting to acknowledge the climate crisis we're responsible for. And on top of that, people in charge would rather question the existence of systemic racism and sexism than take steps against those.

Luckily, a global **BlackLivesMatter** movement has sprouted (again) in a soil of pandemic management discontent and excessive police violence (plus centuries of inequalities, of course).

Humans might go down trying to reduce pollution and the spread of deadly diseases while convincing our governments to prioritise us over the Economy. And we'll do so while pushing for systems based on fairness.

This means bracing ourselves for a lifetime of (self) education, fighting injustice, sharing marginalised voices and creating more (virtual/physical) inclusive spaces.



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## Militant ice-cream



FOOD

I hope you didn't/aren't go(ing) without food while on lockdown/confinement/(self) isolation!

The anxiety had me splurge on chocolatey food and I regularly consumed my favourite Ben & Jerry's ice-cream: Half Baked :-p (it's sooo yummy!)

How glad was I to discover, amongst a profusion of empty declaration and other black squares last June, that Ben and Jerry's is doing it right!

See for yourself:



Ben & Jerry's  
@benandjerrys

The murder of George Floyd was the result of inhumane police brutality that is perpetuated by a culture of white supremacy.

[benjerrys.co/2XXle5J](https://benjerrys.co/2XXle5J)



7:48 PM · Jun 2, 2020 · TweetDeck



Ben & Jerry's  
@benandjerrys

Defund the police, defend Black communities! This [#June17th](https://twitter.com/hashtag/June17th), it's more important than ever that we dismantle the racist and ineffective model of American policing. Learn more about how defunding the police works and why we so desperately need it: [benjerrys.co/37EUU4C](https://benjerrys.co/37EUU4C)



4:00 PM · Jun 19, 2020 · Hootsuite Inc.



Ben & Jerry's  
@benandjerrys

We're calling for an end to unequal, racist enforcement of social distancing policies. Learn more and take action here: [benjerrys.co/2YAmxJh](https://benjerrys.co/2YAmxJh)



7:00 PM · Jun 28, 2020 · Hootsuite Inc.

Source: [twitter.com/benandjerrys/](https://twitter.com/benandjerrys/)

More at: <https://www.benjerry.com/about-us/media-center/dismantle-white-supremacy>

As much as possible you might want to support Black (and other minority groups) owned businesses as well as businesses pushing for social justice and supporting minorities :)



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STORY

<https://stories-lavigne.netlify.app/>

I'm coming to you with a crucial investigation into what happened to Avril Lavigne in the early 2000's!

This announcement might surprise you if, unlike me, you haven't wandered down the comments under one of her early YouTube videos. That's where I discovered a specific group of Lavigne fans are convinced she passed away in 2003 and was replaced by a lookalike [1,2].

of 2000's  
Avril  
Lavigne

LET  
GO



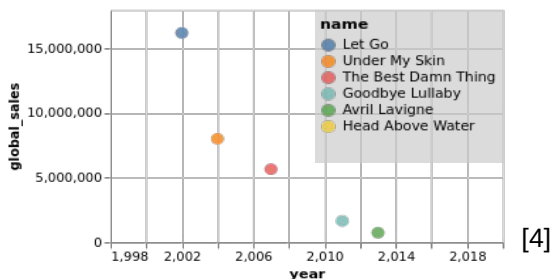
Violet 3 weeks ago  
The girly Avril Lavigne is the fake Avril Lavigne  
10 10 REPLY



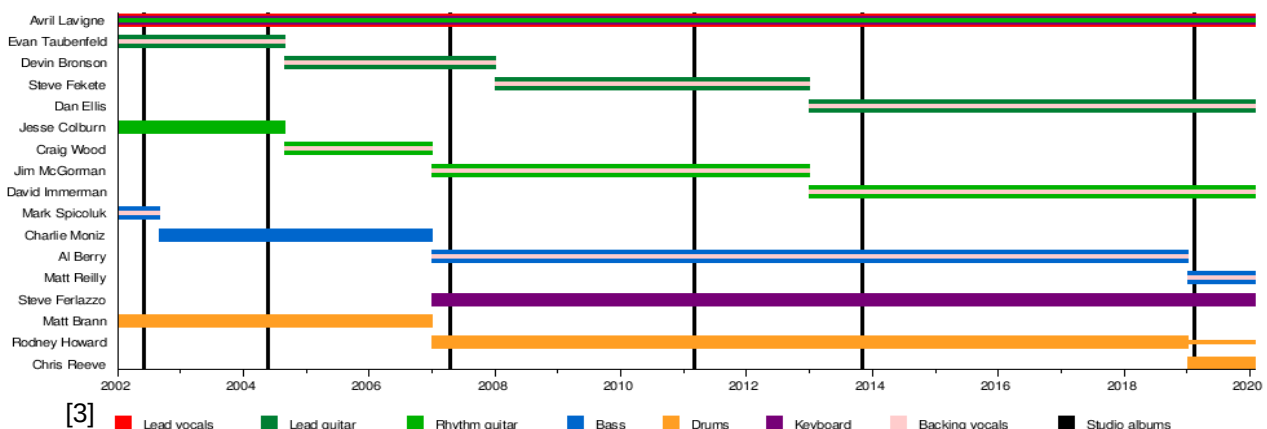
Avril Lavigne changed in both her music and style, but the explanation behind that transformation is unlikely to be so dramatic. So what happened?

While it is tricky to account for her personal/internal evolution, we can look at clues from her musical transformations.

### About Avril's studio albums



The studio albums' global sales decreased over time. Globally the first three albums did very well, but it sort of went downhill from the fourth album (Goodbye Lullaby, 2011).



There is no one left from the original band, they stayed for the first or two first albums. The third album has the most new band members.

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Avril Lavigne. Let Go

STORY

## A look at Avril's songs

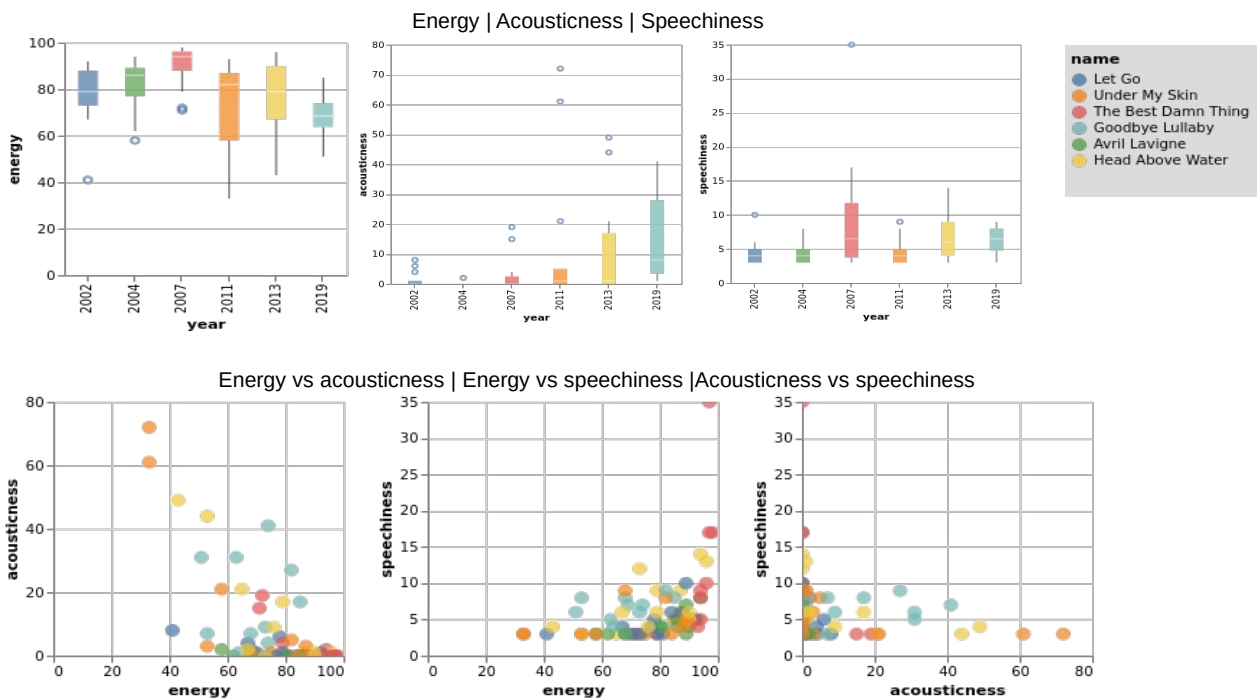
I used "Organise Your Music" project by @Palmere to analyse all songs from Avril Lavigne's studio albums. [6]

Spotify Organize Your Music

### The Track Properties

Organize Your Music can help you slice and dice your music collection by a wide range of properties:

1. **Genre** - the genre of the track
2. **Year** - the release year of the recording. Note that due to vagaries of releases, re-releases, re-issues and general madness, sometimes the release years are not what you'd expect.
3. **Added** - the earliest date you added the track to your collection.
4. **Beats Per Minute (BPM)** - The tempo of the song.
5. **Energy** - The energy of a song - the higher the value, the more energetic the song.
6. **Danceability** - The higher the value, the easier it is to dance to this song.
7. **Loudness (dB)** - The higher the value, the louder the song.
8. **Liveness** - The higher the value, the more likely the song is a live recording.
9. **Valence** - The higher the value, the more positive mood for the song.
10. **Length** - The duration of the song.
11. **Acousticness** - The higher the value the more acoustic the song is.
12. **Speechiness** - The higher the value the more spoken word the song contains.
13. **Popularity** - The higher the value the more popular the song is.
14. **Duration** - The length of the song.



Musically, there are a lot of similarities overall. Using songs from an open Spotify playlist [6] shows differences in energy and acousticness.

The energy of her albums increased until the third album and then decreased. The songs are also more acoustic as time goes by. In terms of lyrics, the third, fifth and sixth albums have more word content than the first, second and fourth albums.

- Albums 1, 2, 3: more energetic songs
- Albums 4, 5, 6: more acoustic songs
- Albums 3, 5, 6: more lyrics

More energetic songs and higher sales for the 3 first albums, despite the band musicians high turnover. Then more acoustic songs and introducing a big pop music producer at the fourth album [3].

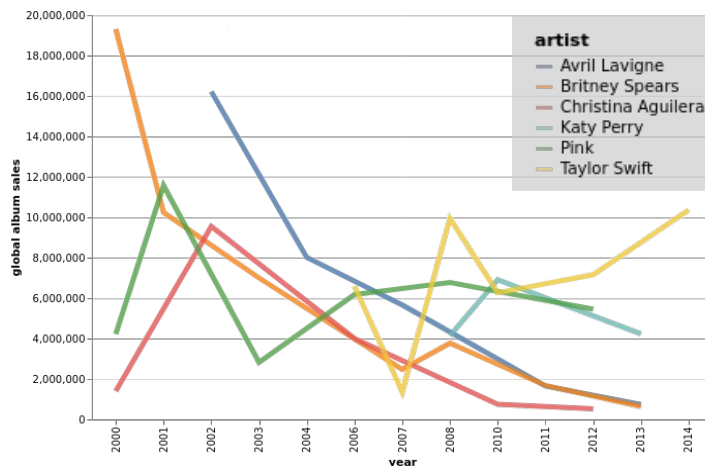
**A lot of the changes seem to have happened between 2007 and 2011 rather than in 2003** (yeah, I'm referencing this conspiracy theory again).



## A bit of industry context

It's tempting to think Avril Lavigne changed to mimic other young women artists and cater to a wider audience.

Let's look at a few other solo women singers of the early 2000s and how well they fared in terms of album sales.



[7]

Avril Lavigne started her career with high record sales in comparison to other solo women artists of the early 2000's like Britney Spears and Christina Aguilera.

Those two artists have presented very feminine (and sexualised) from the beginning of their singing career which didn't prevent their sales to also go down.

**It doesn't seem that pop music associated with a more feminine style would actually be a good strategy for increasing sales.**

Avril Lavigne's albums popularity decreased especially after the 3rd album. This 3rd album (2007) seems different in its content (more energy, more speechiness) with songs viewed as part of a style called "Bubblegum Pop" and the first time Avril Lavigne produced songs. It was made after she left Arista Records, and after the biggest musicians turnover in her backing band.

While her style (hair, clothes) started to change slowly between the two first albums (released in 2002 and 2004), this is consistent with her leaving teenagehood.

What if it's hard to stand out in the music industry, come of age in Los Angeles (after leaving a small town behind) and create music as a young woman solo artist in (pop) rock without repeating yourself... Well, I for one will never know.

Identifying with someone's music at a point in our youth doesn't mean we're owed anything.

Let's just close the door on our early 2000's experience and be fine with not knowing the full story.

"There is more that meets the eye, I see the soul that is inside." Avril Lavigne, Sk8er boi (Let Go, 2002)

LET  
GO

of 2000's  
Avril  
Lavigne



<https://stories-lavigne.netlify.app/>



## Coronavirus shall not pass

**Covid-19** being a new disease there hasn't been many scientific and medical studies on it and on the virus that causes it (SARS-Cov-2).



The current knowledge is that wearing a mask is a great tool for preventing the spread of droplets and reducing the transmission of the virus.

<https://twitter.com/WHO/status/1291323899985240065>

On top of **washing your hands often** and **keeping your distance**, the World Health Organisation actually recommends you **cover your face from nose to chin with a mask**.

Well, they even have a social media challenge. But hashtag or not, please listen to WHO and **don't leave your home without a mask on** (and it can't hurt to bring a backup mask, too) !

Source:

- <https://www.independent.co.uk/life-style/health-and-families/face-masks-coverings-coronavirus-do-they-work-shops-transport-a9617666.html>

- <https://www.nejm.org/doi/full/10.1056/NEJMc2007800>

- <https://www.nature.com/articles/s41591-020-0843-2>

## Survive the pandemic with style!

Most of us will be hanging out close to / in our home, but there is a crucial accessory that will make your look pop! I got inspired by Bad Bunny and Jbalvin literally cruising the streets in a music video released last Summer. And as Bad Bunny has been wearing masks in several videos, he's definitely a trend visionary!

### DO get inspired by Bad Bunny\*

- wear a mask
  - buy/make washable masks
  - coordinate them with your outfits
- => Be the fanciest on your grocery run or "staycation"

\* perreo sola/o recommended

### DON'T imitate Jbalvin\* here

- show off your new lipgloss or perfectly white teeth
- miss out on the trendiest accessory of the summer

\* this was made before I learned he did get Covid-19, which I'm so sorry about :(

**Be fashionable while NOT sharing your germs**



DO

DON'T





## References:

### Let Go of 2000's Avril Lavigne

Full story <https://stories-lavigne.netlify.app/>

### Conspiracy

[1] <https://www.theguardian.com/lifeandstyle/shortcuts/2017/may/15/avril-lavigne-melissa-cloning-conspiracy-theories>

[2] <https://avrilestamorta.blogspot.com/>

### Data for analysis

[3] [https://en.wikipedia.org/wiki/Avril\\_Lavigne](https://en.wikipedia.org/wiki/Avril_Lavigne)

[4] [https://en.wikipedia.org/wiki/Avril\\_Lavigne\\_discography](https://en.wikipedia.org/wiki/Avril_Lavigne_discography)

[5] <https://chartmasters.org/2018/02/cspc-avril-lavigne-popularity-analysis/9/>

[6] open Spotify playlist with all songs from studio recorded albums:

<https://open.spotify.com/playlist/1cVKLVWEFN2Be7tTA13qUj> analyzed using <http://organizeyourmusic.playlistmachinery.com> (Powered by Spotify. Created by @plamere at The Science of Music Hackathon in NYC on Aug 6, 2016.)

[7] Global sales for each studio album of popular solo women artists between 2000 and 2015. Data from <https://chartmasters.org/>

### Other

[8] photos: <https://avrillavigne.com/music/>

MTV docu, 2007: <https://www.youtube.com/watch?v=f8GLE10jLSw>



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