



SECRETLY CANADIAN



Jens Lekman  
*I Know What Love Isn't*

# JENS LEKMAN

## I KNOW WHAT LOVE ISN'T

Every Little Hair Knows Your Name  
Erica America  
Become Someone Else's  
She Just Don't Want To Be With  
You Anymore  
Some Dandruff On Your Shoulder  
I Want A Pair Of Cowboy Boots  
The World Moves On  
The End Of The World Is Bigger  
Than Love  
I Know What Love Isn't  
Every Little Hair Knows Your Name

CATALOG #: SC225

RELEASE DATE: SEPTEMBER 4, 2012

FORMAT: CD/LP/DIGITAL

CD BOX LOT: 30

LP BOX LOT: 25

GENRE: ALTERNATIVE / INDIE POP

KEY MARKETS: CHICAGO, BALTIMORE,  
WASHINGTON DC, ATLANTA, NEW YORK  
CITY, SEATTLE, PORTLAND, SAN FRANCISCO,  
LOS ANGELES, SAN DIEGO, SALT LAKE CITY,  
MINNEAPOLIS, PHILADELPHIA, BOSTON,  
COLUMBUS

VINYL NOT RETURNABLE

CD UPC: 656605022529



LP UPC: 656605022512



DIGITAL UPC: 656605022567



Tracey Thorn wrote a song that reached **Jens Lekman** in the early stages of his new album, *I Know What Love Isn't*. In her song she sang "Oh Jens, oh Jens / your songs seem to look through a different lens / you're still so young, love ends just as easy as it's begun." A touching moment for the Swedish songwriter, having been a fan since his teens. But it came to him in a time when he found himself very confused and in doubt. He was changing and, subsequently, so were his songs. They weren't looking through that lens anymore.

*I Know What Love Isn't* came out of a break up, something Jens didn't see as worth writing about at first. The songs began more fleeting than the last go around, on his 2007 album *Night Falls Over Kortedala*. The songs began building from images and memories and soon began to take their own route, one that Lekman wasn't privy to their destination. In "The World Moves On" he paints a picture of a sweltering summer in the city of Melbourne where he lived while writing and recording the album. The hot days that led up to the Black Saturday bushfires, but also more mundane images of feeding possums in a park or getting in trouble with some guy on a scooter. It seems to lead nowhere at first but the aimlessness in itself reaches heartbreaking conclusions later on, summed up by the soaring chorus "...and you don't get over a broken heart, you just learn to carry it gracefully." Like Joan Didion once said that she writes entirely to find out what she's thinking, Jens wrote until he caught up with his thoughts. And of course they led him right back to the break up.

Musically, *I Know What Love Isn't* chooses an economic route. From the vast palette he created for *Kortedala*, he's only chosen a few somber colors this time around. There are strings but not a string section, an upright piano and not a grand, a single saxophone and gracenotes from a flute. The songs are lighter, almost aerodynamic, Jens explains - "I wanted the songs to take off almost unnoticeably, where the chorus is separated from the verse only through a small detail like a tambourine or a harmony. Like when you're in an airplane taking off and you look out the window and realize you're already in the air." A dry country piano makes "Become Someone Else's" lift high. Vocals from Melbourne singer Sophie Brouss makes the chorus in "Erica America" soar. Strings pick up the title track and send it up to the sky without much effort or force.

In the latter, Lekman once again points the way to distill essential truths from every day life vignettes while singing about a sham marriage. "I thought of the Friday nights when I'd be cruising up and down the street with my best friend in her old crappy Holden, talking about getting married to get me into the country. The idea was so appealing, that we would build this constructed relationship around a purpose rather than some vague feeling that could change at anytime. But in the end, the sham marriage is much too great a story to be kept secret. At least when you make a living from telling stories."

### SELLING POINTS

1. First album since his 2007 critical darling, *Night Falls Over Kortedala* which has scanned 40k copies in the US.
2. Both CD and LP in gorgeous packaging with a die cut front and interchangeable photos.
3. Full US tour planned around release dates.



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