

Universal You - Your Sin City (Joesoap Records)



Scottish three-piece Universal You aim high with their debut single Your Sin City. Beginning with only helicopter sounds, the track offers an epic start and instantly sets the tone for the song. With dramatic, sweeping guitar-riffs, the song slams into action with a good old-fashioned rock beat.

Then, something unexpected happens. Rather than the expected growl, a soulful voice caresses the track with a haunting repetition of the words "don't you go over there", sounding almost delicate in comparison to the harsh instrumental.

With a dramatic tone, singer Gulzhan's words are played out like a scene from a musical as she story-tells her way through the versus. The chorus, however, fails to live up to the promise of the opening. With such drama in the lyrics and bassline, a thumping chorus is expected to follow, leaving the undeniably catchy segment feeling flat and lifeless.

However, this does grow on you throughout the track. While not instantly likeable, by the third utterance it is firmly in your head, warming you to its hidden charm. This notion is reflected throughout the whole song; at first it appears to be just another female rock single but it soon unravels itself as a good solid effort.

That being said, Universal You may fail to make the impact they crave with a song so dependent on repetitive listening. Like Bonnie Tyler fused with heavy metal, 'Your Sin City' is a strange hybrid, but give it time and it'll soon grow on you.

Rating: 3/5

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