

Let's Talk Dusty!

The Ultimate Forum for Dusty Springfield Fans

[Skip to content](#)

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- [Board index](#) < [Let's Talk Dusty! The Forum](#) < [Don't Forget About Me](#)
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- [Print view](#)

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- [Login](#)

[I only want to be with BOU](#)

[Post a reply](#)

5 posts • Page 1 of 1

[I only want to be with BOU](#)

by [wally](#) » Thu May 01, 2014 7:23 am

maybe others have seen it but I have been out of the country for while! Just caught the BOU swimwear and underwear commercial where they use



IOWTBWY, unfortunately not sung by Dusty, but still will bring attention to her music no doubt!

Wally x



[wally](#)

Someone who cares



Posts: 5666

Joined: Thu Dec 17, 2009 8:28 am

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[Re: I only want to be with BOU](#)

by [daydreamer](#) » Thu May 01, 2014 7:56 am

I haven't seen it on screen but I did see an article online last week. It's for Boux Avenue swimwear, Jamelia, singing and modelling.

<http://www.independent.ie/woman/celeb-n ... 15795.html>

There's a part of you, that's a part of me...

Carole x



[daydreamer](#)

Moderator



Posts: 3667

Joined: Thu Dec 17, 2009 8:17 am

Location: Cheshire, England

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[Re: I only want to be with BOU](#)

by [dustv nut](#) » Fri May 02, 2014 7:05 am

I have seen this ad a few times now, Jamelia does an ok job on the song. I can't help wondering

why they didn't use the Dusty version, it's so much better. 🎵 😊
Lynn x

Nothing turns the day on, when the world is yawning



[dustv nut](#)

Someone who cares
★★★★★★

Posts: 5618
Joined: Thu Apr 04, 2013 12:17 pm

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[Re: I only want to be with BOU](#)

by [Dottv86](#) » Sat May 03, 2014 10:28 pm

I thought the same Lynn. 😊
Georgie x



[Dottv86](#)

I've got a good thing
★★★★

Posts: 1344
Joined: Sat Jan 05, 2013 9:08 pm

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[Re: I only want to be with BOU](#)

by [Sweetbaby](#) » Sat May 03, 2014 11:21 pm

😊 Well Jamelia is the model so it makes sense to have her sing the song. And even using a different visual for the commercial to accommodate using Dusty's version they'd have had to have dubbed "Boux" over the last word in the line "I only want to be with you" - I suspect Dusty's fans would have considered that the equivalent of drawing a mustache on the Mona Lisa!

Anyway I think Jamelia sounds good on the song - altho of course she's not in Dusty's league as a vocalist & perhaps her audible inhalations at the start of each line should have been excised. I'd have no problem with a full length version of Jamelia's version - with of course "Boux" being adjusted to "you" - being issued as a single. And I really appreciated hearing a remake of IOWTBWY that doesn't turn the song into a dirge!

BTW - nice (& I'm sure unintentional) nod to Dusty that this clip was shot in Cape Town.

[youtube]http://www.youtube.com/watch?v=uDJ8bJq3V6A[/youtube]



[Sweetbaby](#)

Wasn't born to follow



Posts: 2647

Joined: Thu Dec 17, 2009 9:21 am

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5 posts • Page 1 of 1

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