

Justin Bieber in Don Toliver's New Single - Private Landing

Hope Hoffmeister ~ March 2nd, 2023



Justin Bieber just sold the rights to all of his music in 2022, including even his recent *Justice* album, amassing an astonishing \$200 million off of the sale. According to BBC News, [“Hipgnosis Songs Fund](#) now owns the pop star's stake in some of the biggest hits of recent years, including ‘Baby’ and ‘Sorry.’” When an artist decides to sell the rights to their music it means they won't receive ‘royalties’ or payments from the songs sold. This can signal an artist wanting to retire or possibly just wanting a large sum payout for one reason or another. One month after this deal he was featured in Don Toliver's new single, “Private Landing.” This song also includes a feature with the rapper Future and is seen on Toliver’s new album, “Love Sick.” This marks Don Toliver’s 5th album release as well as the least recognized. “Private Landing” is the only song that made it into the Top 100 USA songs, probably due to the popular features.

The song is seductive and talks about girls, money, and drugs. Don Toliver has been known to focus on these topics in his previous music such as his single, “No Idea,” He says lines like, “I’m picky with my women, I’m deciding.” These similar themes are seen in his new single “Private Landing.” Justin’s feature lasts about a minute and is filled with some repetitive lines.



He starts slow with the pop vibe he usually sings. As his feature continues, he starts to rap. He raps lines like, “I guess I’m spending, double cup I’m leaning,” which could be interpreted as talking about being drunk or being high off of lean. He also says, “I guess I’m too demanding, I guess I’ll keep my candy.” This song was repetitive and didn’t have any shocking value to it. Toliver’s whole album is representative of this as it is quite uninteresting, as well. The Rolling Stones

describe it as, “Seductive, yet forgettable.” Personally, I never even knew Toliver came out with a new album until I saw it on Justin’s Spotify page.

The song is fun to listen to a few times, but it gets old, very fast. I was able to memorize most of the lyrics pretty fast because they are so catchy, but not very deep. There are no deep surface themes in the song, simply boring repetitive lines about vulgar topics. This makes Justin’s feature seem less appealing and more of an afterthought.

Now, why is Justin rapping in this new song? He just sold his music for \$200 million and is now seen in a single rapping about sex, money, and drugs. What could this mean for Justin’s career? Though it usually means when an artist sells the rights to their music, they are looking to finish their career, it may not be the route Justin is taking. For one reason or another Justin

needed that quick cash payout, but this doesn't mean his career is over. Justin has been a known pop star for over the past ten years, with hits such as "Baby," "Intentions," and "Yummy." He only briefly dove into rap when he released his *Journals* album in 2014. Fans are speculating that this new single release where Justin shows off his rap skills, could signal Justin releasing new music with more rap or R&B influence. With Justin turning 29 just a few days ago and now being married to Hailey Baldwin for some years most fans had thought he was done for good. But now it seems he could release his new album when he turns 30 next year, starting his new era of music. In a recent interview, Justin shared that he does in fact have an album in the works!

"I don't think there's a date yet, but I do know that we're wrapping it up," he said. "It's almost done. It sounds really good. I'm really excited about it. I got a lot of cool features and it should be dropping not too long from now." He also shared that one of the features will be John Mayer.

So what does this mean for Justin's new album? Will it be more pop music with some rock influence from Mayer? Will it be pop with some influence of rap, as seen in his recent feature? Maybe it will be a mix of it all.

Although Don Toliver's album may have been a flop, Beliebers across the world have gotten a taste of a possible new era of Justin in this feature. Perhaps he could even announce another world tour, to make up for his last world tour which had to reschedule multiple times due to



COVID-19. In 2024 we may see a completely different Justin Bieber, however only time will tell. Out with the old, in with the new.

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