

This Bright Flash

[M83](#)

There are two approaches to the business of being noticed by today's record-buying public. The first revolves around oodles of hype and ever-more preposterous wardrobe selections. The second, adopted by Adele requires a simple black dress and the confidence to let your music do the talking. Amazingly, given preconceived notions about people's supposed preference for style over substance, it is the second of these two sales techniques which appears to be working better.

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