**FR //**  
“**This Is Why**” parle du couple et de l’évolution du regard que l’on porte sur l’autre avec le temps. Ces petites manies ou ces "jolis" travers qu’on trouve si charmants — ou qu’on remarque à peine — au début d’une relation, finissent inévitablement par apparaître autrement au fil des années. Ce n’est pas forcément négatif : c’est aussi apprendre à accepter l’autre dans son entièreté, avec plus de profondeur et d’intimité.   
  
Pour le clip, Pierre-Yo, guitariste et chanteur du groupe, a remis la main sur près de vingt ans de cassettes VHS et de films super 8 tournés par ses parents. Mariages, repas de famille, voyages, scènes du quotidien… Il a confié à Antoine Bernays la tâche d’y poser un regard extérieur, plus neutre et détaché, avec une seule consigne : se concentrer sur les regards échangés entre ses deux parents. Parce que son père n’a jamais cessé de filmer sa mère, et qu’au fil du temps on voit son regard changer. Pas de rancune, pas d’amertume : simplement le passage des années qui transforme les choses. Et c’est précisément ce qui rend la vidéo si belle et fascinante. On sent bien que ces deux-là s’aiment toujours d’un amour immense, mais que leur regard mutuel n’est plus le même.   
Ils se connaissent par cœur désormais. Et connaître l’autre par cœur, c’est aussi accueillir ses zones d’ombre comme ses parts de lumière. Sans juger, sans vouloir modeler, simplement en le voyant tel qu’il est : la plus belle personne avec qui partager le temps qui nous est donné.   
Un contraste saisissant avec la dureté des paroles de la chanson — comme si l’image venait en adoucir les contours.

**ENG //** “**This Is Why**” is about life as a couple, and how the way we look at each other changes over time. Those little quirks or “charming” flaws that seem so endearing — or that we barely notice — at the beginning of a relationship inevitably start to appear differently as the years go by. That isn’t necessarily negative: it’s also about learning to accept the other person in their entirety, with more depth and intimacy.   
  
For the video, Pierre-Yo, the band’s guitarist and singer, unearthed nearly twenty years of VHS tapes and Super 8 films shot by his parents. Weddings, family dinners, travels, everyday life… He entrusted Antoine Bernays with the task of bringing a more neutral, detached perspective to these archives, with just one instruction: to focus on the glances exchanged between his parents. Because his father never stopped filming his mother — and over time, we can see how her gaze toward him changes. No resentment, no bitterness: just the passage of years quietly transforming things. And that’s precisely what makes the video so beautiful and fascinating. You can feel that these two still love each other immensely, but that the way they look at one another is no longer the same.   
Now, they know each other by heart. And to truly know someone is also to embrace both their shadows and their light. Without judgment, without trying to reshape them, simply seeing them as they are: the most beautiful person with whom to share the time we’re given.   
A touching contrast with the harshness of the song’s lyrics — as if the images softened their edges.  
  
Retrouvez le clip de THIS IS WHY ici :  
Click here to watch THIS IS WHY video clip :  
  
<https://www.youtube.com/watch?v=YmZCLRNcZLI>

**About THIS IS WHY** :   
From the forthcoming album FUNLAND out 10 October 2025 on À Tant Rêver Du Roi, Luik Music, Cowboy À La Mode & Conicle Records  
  
Written by This Will Destroy Your Ears.

Produced & recorded by Ben Hampson at Recording United - Angresse FR / Mixed by Ben Hampson at Agricultural Audio - Brighton UK / Mastered by Katie Tavini at Weird Jungle - UK.  
  
Filmed by Robert / Edited by Antoine Bernays  
Follow ANTOINE BERNAYS :

<https://www.instagram.com/antoine.bernays/>

**LYRICS** :

So this is how the story goes…   
“What's wrong with you? Just do your best”   
“Don’t aim too low – don’t breathe out – choke it - you’ll hear about me!”   
Always speaking out what to say, think about, giving you something new for you to shout about.   
This is you. None is about me.   
Soon I’ll shut that door and this is why…   
Just why…   
This is why…   
Years of rage – now mold is well on the walls.   
Consequences… …. Rundown buildings… knockdown fences   
  
So this is how the winter comes…   
That’s how the cold burns take place…  
With pills for years of coping, mixed with bad stuff, and no reasons not to down   
Well past your peak your bloom - your all about it - glories keep “pop-popping up” - what’s this is all about?   
This is you. None is about me.   
Soon I’ll shut that door and this is why…  
Just why…

This is why…   
Years of rage – now mold is well on the walls.   
Consequences… Rundown buildings… knockdown fences…   
This is why…   
Just why …   
This is why…   
Just why …   
This is why…   
Just why …   
This is why…   
Years of rage – now mold is well on the walls.   
Consequences… Rundown buildings… knockdown fences…