



TWIST & SHOUT

Paul and Jill Epstein

Store Bio:

Twist & Shout began life in 1988 when schoolteachers Paul and Jill Epstein purchased the then Underground Records at a tax auction. In the early days Twist was a small, funky neighborhood store catering to fans of specialty genres—avant jazz, reggae, metal, jambands. It was the store you could count on for imports, used, singles and a knowledgeable staff who would let you listen to anything in the store it calls home to this day. Everything got bigger and better in a hurry. We started carrying all genres and expanded into all kinds of related merchandise—videos, clothes, toys, books, etc. We stuck to our guns keeping our balance leaning heavily towards independent and deep catalog. We also continued to let our customers listen to anything. We now employ 52 people over two stores and in cyberspace.

Owner Bio:

For me, Paul Epstein, it began clearly when I was 10 and the Beatles appeared on the Ed Sullivan Show. From there, it was a pre-pubescent New Yorker obsessively listening to WABC to hear all the new hits by the British Invasion. In late 1968, my family moved to Denver. Shortly thereafter my brother (five years older) introduced me to the lifelong addiction of collecting records and haunting record stores. This pretty much defined my existence until I discovered the Grateful Dead in the early '70s. My fanatical interest in all types of music continued but I started becoming interested in the communities that surrounded me. I followed this path throughout high school and college and embarked on a career teaching high school English before a career in music presented itself to me. I became a part-owner in a record store in Boulder, CO, and essentially learned the trade on the job. This opportunity crumbled and I retreated to teaching...seemingly forever. Later on, my friend and I walked passed one of my favorite record stores and realized it was going up for tax auction. We went, bid and became the owners of Twist & Shout. Since then, my life has been completely dedicated to the study and sale of music. I have continued to collect, write about and obsess over all kinds of music.



Favorite Record:

Jill: The Band *Music From Big Pink*.
Paul: Bob Dylan *Blood On The Tracks*.

Favorite Artist:

Jill: The Rolling Stones. Paul: Bob Dylan.

Best In-Store Performance:

Latin Playboys, Robyn Hitchcock, Suzanne Vega.

Most Memorable In-Store (that didn't go as planned):

Peter Rowan—in the middle of singing "Panama Red" he turned white as a sheet and started sneezing non-stop. "You don't have cats living here, do you?" "Uh...Yes. Three." Somehow, he did two

more songs before calling it quits and signing autographs on the outside.

Favorite In Store Promotion:

Midnight sale with 16 Horsepower debuting their new album for hometown family and friends.

CIMS Membership Impact:

Twist & Shout has been a member of CIMS since the beginning and it has meant the world to us. We have gained stature in the music industry (we won NARM "Retailer Of The Year" in 2000) and it has offered us a meaningful context with which to live as professionals. Above all, we cherish the friends and colleagues in the Coalition. 



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Best Selling Musical Genres:Rap, alternative, rock, jazz and dance
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