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DMX Partners With Papaya As Their Exclusive In-Store Music Provider

Austin, TX—Papaya, the DBA for of Cornerstone Apparel, Inc. has partnered with DMX to enhance their eighty-nine in-store retail locations with overhead music.

Sungmeen Shon, Controller for Papaya, says, “The Papaya brand represents a contemporary, upscale environment for customers in the 16 to 25 age bracket. Our shoppers know what is current and have a strong sense of style and musical taste, which is why we decided to partner with DMX because they are the leader in the industry and help define brands through musical programs. We think the quality of programming DMX provides is far superior and they have made the transition easy.”

“This is a great partnership between Papaya and DMX. Papaya was looking to transition a new music provider but also focus on a musical solution that reflects the brand’s customers,” said Brian McKinley, VP of Marketing at DMX, Inc. “With their goals in mind, we focused on the music styles that best suit their ambience and brand image.”

All 89 Papaya locations are playing 8 custom DMX music programs that include Hot Tracks and Urban Hits. Papaya has plans to open more stores in the upcoming year that DMX will also provide custom music for.

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About Papaya

Papaya Clothing is a wholly owned subsidiary of Cornerstone Apparel, Inc. Cornerstone’s experience in the retail fashion industry is derived from over twenty-five years in operating retail clothing businesses focusing primarily in the junior and petite apparel markets. Cornerstone is driven by the same ownership and management team responsible for prior successes in retailers Everblue Casuals and Career Image. In Papaya, we’ve created a more contemporary, upscale shopping environment for customers in the 16 to 25 age bracket.

About DMX, Inc.

Recognized as an international leader of experiential marketing services, DMX creates cohesive brand experiences across physical and digital environments. From mobile-enhanced in-store activation, to branded digital music microstores, from branded streaming music players embeddable across social networking sites, to turnkey music promotions, DMX's interactive strategies leverage a brand's physical and digital properties to create unique customer experiences. DMX's in-store services include music, video/digital signage, and scent marketing. For more information please visit DMX at www.dmx.com or download the DMX iPhone app. at iTunes.