

FOR IMMEDIATE RELEASE

April 2026

Andy and Kim Hilfiger Bring Underground Fashion Outlet Pop-Up to The LECOM Event Center, in Downtown Elmira NY

A full-circle return to the exact ground where the Hilfiger story began

April 30 – May 3, 2026 | 11 AM – 7 PM | Free Admission | LECOM Event Center, Elmira, NY

ELMIRA, NY — Andy and Kim Hilfiger are bringing Underground Fashion Outlet back to Elmira with a limited-time pop-up at the LECOM Event Center, opening Thursday, April 30 through Sunday, May 3, from 11:00 AM to 7:00 PM daily.

For Andy Hilfiger, the event is more than a pop-up. It is a homecoming.

The space carries deep personal significance for the Hilfiger family. Andy's brother, Tommy Hilfiger, opened People's Place in downtown Elmira in 1969. After the flood of 1972 devastated downtown Elmira, the family preserved what they could and continued forward. Then, around 1978, Andy and the family opened the first Underground Fashion Outlet in the basement of People's Place — making this return to Elmira a true full-circle moment.

Now, decades later, the Hilfigers are bringing that same spirit back to the very ground where it all started.

“Elmira is where the Hilfiger story began. Bringing Underground Fashion Outlet to the LECOM Event Center, right on the ground where People's Place stood, is the most meaningful thing we could do. This is a homecoming.”

— Andy Hilfiger

The Elmira pop-up will feature a curated mix of vintage and modern clothing and accessories, alongside new collections from Andrew Charles, the Hilfigers' rock-and-style-driven fashion brand.

ANDREW CHARLES COMES TO ELMIRA

The pop-up will also serve as a showcase for Andrew Charles, founded by Andy and Kim Hilfiger. The brand reflects a distinct blend of rock, Americana, and streetwear, shaped by decades of music, fashion, and cultural influence.

Andrew Charles features apparel built with the grit, energy, and soul of the music the Hilfigers grew up on — from star-emblazoned jeans and leopard-print jackets to bold graphic tees and signature outerwear.

The brand recently relaunched with a debut during New York Fashion Week, drawing attention for its authentic fusion of fashion and music heritage. The Elmira shop will give fans and shoppers a chance to experience the brand in person during this special hometown return.

The collection also includes pieces connected to the wider Andrew Charles story, with designs seen on artists and performers including **Steven Tyler**, **Machine Gun Kelly**, and others.

A FAMILY OPERATION ROOTED IN AUTHENTICITY

Andy Hilfiger's connection to Elmira runs deep. His first job was selling jeans in Tommy's People's

Place store at just 12 years old. He went on to help build Tommy Hilfiger into a cultural powerhouse — forging partnerships with hip-hop icons, rock legends, and Hollywood stars that made the brand synonymous with the intersection of fashion and music. After co-founding Star Branding (alongside Tommy Hilfiger) and playing a pivotal role in launching brands for Jennifer Lopez, Nicki Minaj, and Adam Levine, Andy stepped into the spotlight with Andrew Charles, a brand that carries the same rebellious DNA.

Together, Andy and Kim Hilfiger have built Underground Fashion Outlet and Andrew Charles as a family operation grounded in authenticity, creativity, and passion for style.

FASHION BY DAY, ROCK 'N' ROLL BY NIGHT

In true Hilfiger fashion, where music and style have always gone hand in hand, Andy Hilfiger will also take the stage during the weekend.

On Saturday, May 2, Andy will perform with the **Rolling Stones Concert Experience**, adding a live music element to an already landmark weekend in downtown Elmira. A lifelong musician, Andy has toured with members of The Ramones, Kid Rock, Blue Öyster Cult, and more. The Hilfiger connection to rock history runs even deeper: the original Rolling Stones “No Security” tour in 1999 was sponsored by Tommy Hilfiger.

Fans visiting the pop-up are encouraged to come back out for the evening performance for a night that blends fashion, music, and Elmira history in one place.

EVENT DETAILS

What: Underground Fashion Outlet Pop-Up featuring Andy & Kim Hilfiger, including curated vintage and modern fashion plus Andrew Charles collections

Where: LECOM Event Center, 155 N. Main Street, Elmira, NY

When: Thursday, April 30 – Sunday, May 3, 2026

Hours: 11:00 AM – 7:00 PM daily

Admission: Free

Live Music: Saturday, May 2 — Andy Hilfiger performs with the Rolling Stones Concert Experience

###

For updates, visit AndrewCharles.com and follow [@andrewcharlesnewyork](https://twitter.com/andrewcharlesnewyork)
[@andyhilfiger](https://twitter.com/andyhilfiger) | [@kimhilfiger](https://twitter.com/kimhilfiger) | [@undergroundfashionoutlet](https://twitter.com/undergroundfashionoutlet) | lecomeventcenter.com