

APPAREL PRODUCTION INC.

Operator of the Andrew Charles brand under licence

■ APPAREL PRODUCTION INC. IS HIRING · NEW YORK

HEAD OF GROWTH & MARKETING

Join Apparel Production Inc. and help build the next chapter of Andrew Charles.

COMPENSATION

\$95,000–\$125,000

LOCATION

New York City

SCHEDULE

Minimum 4 days in person

TYPE

Full-time, salaried

EMPLOYER

Apparel Production Inc.

REPORTS TO

CEO, Apparel Production Inc.

■ THE OPPORTUNITY

Andrew Charles is a New York label built on rock heritage and Americana. It was founded by Andy Hilfiger, launched in 2025, and sells direct on Shopify. The clothes are good and the people who find us buy at full price. Not enough people find us.

VIEW THE FULL ROLE + APPLY

join.andrewcharles.com/apply



SCAN TO APPLY



■ WHAT YOU OWN

01 FIND THE ROUTES

Where growth actually comes from for a brand like this.

02 RELATIONSHIPS THAT OPEN DOORS

You arrive with them. You do not build them on our time.

03 THE FOUNDER IS THE ASSET. MANAGE HIM.

Andy Hilfiger is the one thing nobody can copy, and he needs someone to get him to the table.

04 OWN THE BRAND OUT IN THE WORLD

Social, content, the story, and how it lands everywhere.

05 TELL US WHAT WE GOT WRONG, THEN DRIVE IT WITH THE NUMBERS

Diagnosis is part of the job from week one.

■ THE FIRST 90 DAYS

DAYS 1–30

GET INSIDE IT

The numbers, the catalogue, the founder. Tell us what we have been getting wrong. Pick the first route.

DAYS 31–60

FIRST ROUTE LIVE

A placement landed, a creator programme seeded, content shipping every week. Something real in market.

DAYS 61–90

MAKE IT YOURS

A second route open, a weekly read the CEO trusts, and a plan for the next quarter that came from you.

■ IS THIS YOU?

- You have driven growth or marketing for a consumer or fashion brand end to end, strategy through execution, and can point at what moved.
- You arrive with real relationships across press, agencies, creators or retail, and you can name them.
- You have managed a founder or a principal before and know how to get someone to the table prepared.
- You form your own view on direction, say it out loud, and then deliver it without waiting on a brief.
- You are comfortable making content yourself, not only directing it.
- You are in New York and can be in the studio at least four days a week.

■ HOW WE HIRE

01 APPLY

A short application. Your work, your contacts, and a few questions we actually read.

02 WE REACH OUT

We read every application ourselves and contact the people whose work stands out.

03 FIRST CONVERSATION

What you have driven, who you know by name, what you would do with Andy, and what you think we got wrong.

04 MEET THE CEO

Time with the CEO of Apparel Production Inc., who makes the final call.

WHAT YOU DO NOT HAVE TO CARRY

The ad account, the site build, fulfilment and finance are Nick's. You are not running Meta or writing code. Everything else about how this brand grows is yours, with him.

FULL-TIME · 4 DAYS IN PERSON / 1 REMOTE · \$95,000–\$125,000

BUILD THE NEXT CHAPTER OF ANDREW CHARLES.

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