

October 17, 2016

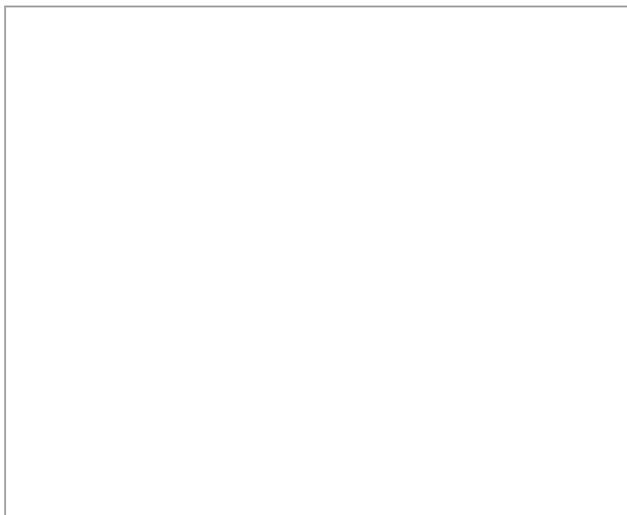


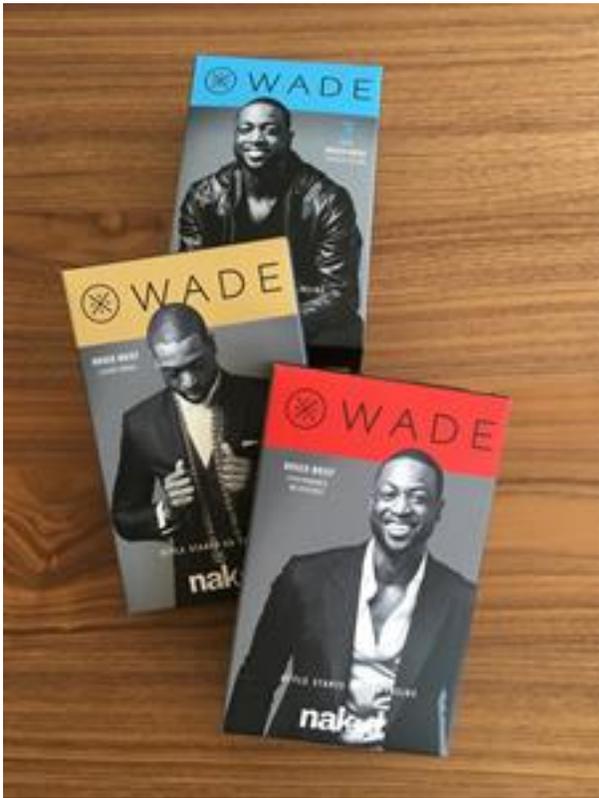
Naked Launches Wade x Naked Collection at Nordstrom

NEW YORK, Oct. 17, 2016 (GLOBE NEWSWIRE) -- **Naked Brand Group Inc.** (NASDAQ:NAKD) ("Naked" or the "Company"), an innovative fashion and lifestyle brand, announced today that the Wade x Naked underwear collection officially launched at a private event at Nordstrom Michigan Avenue in Chicago. The launch featured an in-store appearance from Mr. Wade, Chicago Bulls Teammates Rajon Rondo and Tony Snell, as well as a fashion presentation with his celebrity stylist Calyann Barnett.



Left to Right: Naked Founder Joel Primus, Dwyane Wade and Stylist Calyann Barnett





Wade X Naked Packaging

Photos accompanying this release are available at

<https://www.globenewswire.com/NewsRoom/AttachmentNg/77c042e0-3aa4-468c-a658-59c005622863>

<https://www.globenewswire.com/NewsRoom/AttachmentNg/558801a8-07bd-4021-a3e9-ceab6fe5b7d2>

Event images are available here:

http://mm.gettyimages.com/mm/nicePath/gyipa_public?nav=pr472465033

In June 2015, Naked announced a collaboration and endorsement deal with fashion icon and NBA champion Dwyane Wade. Wade, the Chicago Bulls' newest guard and the cover star of ESPN the Magazine's recent Body Issue, is Creative Director of the Wade x Naked collection. Naked CEO Carole Hochman worked alongside Wade to develop the signature collection of men's underwear and loungewear.

"Fashion is very important to me and what you wear underneath is the foundation of your look," says Dwyane Wade. "Having comfortable and stylish underwear are wardrobe essentials. I'm excited to launch my collection with Naked and encourage men everywhere to give careful consideration and extra attention to what they wear underneath."

With the motto "Style Starts from the Inside" the Wade x Naked collection takes innerwear to the next level with an innovative line of underwear that optimizes style, comfort and value without compromise.

"Dwyane has an impeccable sense of style and his authentic character and personal success story exemplify the core ideals of the Naked Brand. Leading design direction, he created a collection of incredibly comfortable and elegant underwear with unique details," says Naked CEO Carole Hochman.

Products available at Nordstrom Michigan Avenue Store, Nordstrom.com as well as [wearnaked.com](http://www.wearnaked.com) include:

- Core Stretch Cotton (Boxer Brief 3-pack for \$36 and V-Neck 2-Pack for \$36).
- Philosophy Performance Microfiber (Boxer Brief and Trunk for \$26)
- Prestige Luxury Modal (Boxer Brief for \$28)
- "My Life My Way" Stretch Cotton V-Neck T-Shirt (\$28).

Additional styles will be released for Holiday 2016.

ABOUT NAKED

Naked was founded on one basic desire, to create a new standard for how products worn close to the skin fit, feel and function. Naked's women's and men's collections are available at www.wearnaked.com, and Naked has a growing retail footprint for its innovative and luxurious innerwear products in some of the leading online and department stores in North

America including Nordstrom, Bloomingdale's, Dillard's, Soma, Saks Fifth Avenue, Amazon.com, BareNecessities.com and more. In 2014, renowned designer and sleepwear pioneer Carole Hochman joined Naked as Chief Executive Officer, Chief Creative Officer and Chairwoman with the goal of growing Naked into a global lifestyle brand. In June 2015, Naked announced a strategic partnership with NBA star Dwyane Wade. The 3-time NBA Champion, 11-time All Star and Olympic Gold Medalist joined the Company's Advisory Board, and is the Creative Director for a signature collection of men's innerwear launching 2016. Naked is headquartered in New York City and plans to expand in the future into other apparel and product categories that can exemplify the mission of the brand.

ABOUT DWYANE WADE

Dwyane Wade is a three-time NBA Champion (2006, 2012, and 2013) and twelve-time All-Star selection. In 2006, three years after first joining the HEAT as the No. 5 overall Draft pick, he led the team to Miami's first-ever NBA Championship and was named MVP of the Finals. In 2012 and 2013, Dwyane won his second and third NBA Championships. After thirteen years with the Miami HEAT and three NBA Championships wins, Dwyane is embarking on a new journey with the Chicago Bulls. In 2004, he created the Wade's World Foundation, which provides support to various educational, health and family service programs, in particular those that benefit underserved communities in Miami and his hometown of Chicago. In 2011, Wade was appointed to President Obama's Fatherhood Task Force. In September 2012, he became a New York Times Best-Selling author, with the release of his first book, *A FATHER FIRST: How My Life Became Bigger than Basketball*.

Forward-Looking Statements

This news release contains forward-looking statements, which reflect the expectations of management of the Company with respect to potential future events. Forward-looking statements consist of statements that are not purely historical, including any statements regarding beliefs, plans, expectations or intentions regarding the future. Such forward-looking statements include, but are not limited to, statements regarding the launch of the Wade x Naked collection expected in the Fall of 2016, the introduction of new underwear and loungewear products for men, opportunities for growth, improving results on margin contribution, achievement of reductions in production costs and improving other efficiencies, relationships with retailers, wholesalers and other business partners (including Bloomingdale's Dillard's, Soma and Wells Fargo), Naked's ability to add new customer accounts, and future borrowings under the Factoring Agreement with Wells Fargo. These forward-looking statements are subject to risks and uncertainties that may cause actual results, performance or developments to differ materially from those contained in the statements. Actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of such risks and uncertainties, which include, without limitation: an economic downturn or economic uncertainty in the Company's key markets; the Company's inability to effectively manage the growth and the increased complexity of its business; the Company's highly competitive market and increasing competition in the market; the Company's inability to deliver its products to the market and to meet customer expectations due to problems with its distribution system; the Company's failure to maintain the value and reputation of its brand; the Company's failure to raise the capital necessary to carry out its business plan and operations; and other risk factors detailed in the Company's reports filed with the Securities and Exchange

Commission and available at www.sec.gov. These forward-looking statements are made as of the date of this news release, and the Company disclaims any intent or obligation to update the forward-looking statements, or to update the reasons why actual results, performance or developments could differ from those anticipated in the forward-looking statements, except as required by applicable law, including the securities laws of the United States. Although the Company believes that any beliefs, plans, expectations and intentions contained in this news release are reasonable, there can be no assurance that any such beliefs, plans, expectations or intentions will prove to be accurate.

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The logo for Naked Brand Group, featuring the word "naked" in a bold, lowercase, sans-serif font. The letter "d" is stylized with a horizontal bar extending to the right, ending in a small square.

Source: Naked Brand Group, Inc.