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Naked Releases Space Age Silver Underwear With Anti-Odor and Cooling

Naked(R) Underwear Brand Launches product with X-Static(R) Silver Fabric, Proven Effective by Olympic Athletes, US Special Forces, and NASA Astronauts

VANCOUVER, BRITISH COLUMBIA -- (Marketwired) -- 01/23/14 -- Naked® Brand Group Inc. ("Naked" or the "Company") (OTCQB: NAKD), a global lifestyle brand, is pleased to announce the release of Silver, an innovative new collection of performance products.

The Silver collection - consisting of a boxer brief and v-neck t-shirt - is created with X-Static®, a high-performance fabric, which helps regulate body temperature and provides anti-odor and antimicrobial protection within the garment. X-Static® fabric contains 99.9% pure silver woven into the garment's nylon threads, which naturally deters odor-causing bacteria, wicks away moisture, is anti-chaffing and naturally cooling. The benefits of the fabric have been proven by Olympic Athletes, US Special Forces and NASA Astronauts. Naked is changing the way that underwear can be worn.

Naked President and CEO Joel Primus states, "Whether you're in the middle of an intense workout or an arduous long-haul flight, Silver underwear will keep you feeling fresh. We're not saying that you shouldn't change your underwear, but with Naked® Silver, you can get away with wearing them a whole lot longer!"

From Naked's first seamless construction microfiber product to the new Silver collection, the brand has continued to evolve its line for the modern man. Naked's products are constructed to not only suit a man's lifestyle through attention to aesthetic, fit and comfort, but also to make it better by creating products that are game changing-which has been achieved with the Silver collection.

Naked's Silver collection will be available at select Nordstrom locations this November and will retail for \$38 for the underwear and \$54 for the t-shirt. The Silver collection is now available at select Nordstrom locations and at Naked's online store at www.thenakedshop.com.

About Naked® Brand Group, Inc.

Naked is one of the world's most luxurious and environmentally conscious underwear brands. Each smooth and lightweight garment seamlessly forms to your body making you

feel like you're wearing nothing at all. Naked underwear and undershirts are sold in high-end boutiques department stores and ecommerce sites throughout North America including Nordstrom, Holt Renfrew, Boy's Co, HR2, Hisroom.com, Internationaljock.com, Freshpair.com and Amazon.com. A donation from every purchase helps to support Project World Citizen, a charity driven to empower and educate the children of Ghana. Naked has garnered tremendous media exposure having been featured on The View, Esquire, ABC, FOX LA, WWD, Men's Health, (ET) Canada and on The Dragons' Den.

Forward-Looking Statements

This news release contains "forward-looking statements". Statements in this news release, which are not purely historical, are forward-looking statements and include any statements regarding beliefs, plans, expectations or intentions regarding the future. It is important to note that actual outcomes and the Company's actual results could differ materially from those in such forward-looking statements. Actual results could differ from those projected in any forward-looking statements due to numerous factors. Such factors include, among others: (1) an economic downturn or economic uncertainty in the Company's key markets; (2) the Company's inability to timely develop and deliver its new product line to the market and to meet customer expectations due to unforeseen problems or delays with the design, development, manufacturing and distribution system; (3) the Company's inability to effectively manage the growth and the increased complexity of its business as a result of the launch of a new product line; (4) the company's highly competitive market including increasing price competition and other business and competitive factors; (5) the Company's failure to maintain the value and reputation of its brand; (6) the Company's ability to retain the employees necessary to design and development its products; (7) the ability of the Company to control costs operating, general administrative and other expenses; (9) insufficient investor interest in the Company's securities which may impact on the Company's ability to raise additional financing as required and (10) and other risk factors detailed in the Company's public filings. You are urged to consider these factors carefully in evaluating the forward-looking statements contained herein and are cautioned not to place undue reliance on such forward-looking statements, which are qualified in their entirety by these cautionary statements. The forward-looking statements made herein speak only as of the date of this press release and, except as required by applicable laws, the Company undertakes no obligation to publicly update such forward-looking statements to reflect subsequent events or circumstances. Readers should also refer to the risk disclosures outlined in the Company's quarterly reports on Form 10-Q, annual reports on Form 10-K and the Company's other disclosure documents filed from time-to-time with the Securities and Exchange Commission at www.sec.gov and the Company's interim and annual filings and other disclosure documents filed from time-to-time on SEDAR at www.sedar.com.

Contacts:

Joel Primus, President & CEO
Toll Free: 1-877-592-4767
Email: joel@thenakedshop.com
www.thenakedshop.com

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