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Naked Brand Group Inc. Reaches Sampling Production Stage in Preparation of Its Highly Anticipated Women's Lingerie Line

Naked is on Track to Show Line to Buyers of Leading Department Stores and Boutiques This Summer for Spring/Summer 2014 Delivery

VANCOUVER, British Columbia, May 29, 2013 (GLOBE NEWSWIRE) --**Naked Brand Group Inc. (the "Company" or "Naked")** (OTCQB:NAKD) is pleased to announce that the Company is primed to show samples of its women's lingerie line which combines sexiness and comfort, to top department stores and boutiques, starting in July 2013, for the Spring/Summer 2014 market.

Naked is thrilled with the attention it has received from the media and leading retailers for its unique approach to its women's line. "We are targeting the 35 to 45 year old woman who is ready to graduate from shopping at Victoria's Secret in favour of a more sophisticated brand that encourages empowerment. We have created a line of sexy and comfortable lingerie that naturally enhances the body and makes you feel beautiful from the inside out," explains Primus.

Victoria's Secret reported 2012 annualized sales of over \$6 billion. Naked plans to aggressively tap into this market with its pre-established channels of distribution with leading retailers and with its recent acquisition of top lingerie sales agents.

Naked's women's lingerie line contains 41 pieces and is comprised of six separate collections, each with unique fabrications, styling and overall feel and function. Not only does each collection share the same attention to comfort and quality as Naked's men's line, it is also designed to make a woman feel sexy and confident by following the latest fashion trends. Joel Primus, Naked's CEO and President describes each collection as being "... designed perfectly to provide versatility to Naked's audience and the various aspects of their busy lives. We have designed an 'everyday-sexy' collection, a more elegant stretch lace collection, and a collection specifically for 'casual weekends'- to mention a few."

Naked will be showing the line at key tradeshow this summer 2013, as well as at pre-scheduled buyer meetings in July and August 2013.

About Naked Brand Group, Inc.

Naked is one of the world's most luxurious and environmentally conscious underwear brands. Each smooth and light-weight 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 and department stores throughout North America including Nordstrom, Holt Renfrew, Boys'co, Kitson, Akira and Freshpair.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, ABC, FOX LA, (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, such as the following: (1) that the Company will launch its women's collection by the end of fiscal 2014; and (2) and the Company's expectations for the product line's brand perception and acceptance by its target customers and distribution networks.

These forward-looking statements are based on management's current expectations but they involve a number of risks and uncertainties. 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.

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