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## Naked Launches New Line-Up of Colors in Its Pima Cotton and Microfiber Underwear Lines

VANCOUVER, British Columbia, June 20, 2013 (GLOBE NEWSWIRE) --**Naked Brand Group Inc. (the "Company" or "Naked")** (OTCQB:NAKD) brightens things up with the addition of three new summer colors to its Microfiber line of boxer briefs, briefs and trunks and three new classic colors to its Pima Cotton line of briefs. For those days when black and white just won't do, slip into red, royal blue and charcoal Pima Cotton briefs or light green, canary yellow and aqua blue Microfiber boxer briefs, briefs and trunks.

Naked's Microfiber line is where it all started. Renowned for its innovative waistband-less design, this seamless garment is impeccably tailored and ethically made from environmentally certified fabric. Catering to the man who prefers a quieter statement piece, each garment is minimally branded and is all about the fit. Now available in a line-up of summer colors (light green, canary yellow and aqua blue), this underwear is as fun as it is comfortable. Check out all the colors at Holt Renfrew and at [thenakedshop.com](http://thenakedshop.com).

(To view an image, please visit: [http://orders.newsfilecorp.com/files/2365/5757\\_nr\\_large.jpg](http://orders.newsfilecorp.com/files/2365/5757_nr_large.jpg))

Joel Primus, President of Naked Inc. comments, "Our microfiber collection has really proven that it transitions to all daily aspects of a modern man's life. So, for summer, we wanted to embrace the spirit of the tropics and all the activities he'll enjoy in our new color pallet. We look forward to launching new limited edition colors every year." Joel Primus continues, "We're also excited about the color additions to our Pima Cotton Brief as these pieces have launched exclusively on our website, [thenakedshop.com](http://thenakedshop.com), where we continue to build a unique online shopping experience."

Naked's cotton fabric factories are proud partners of Better Cotton Initiatives and are BSCI, SEDEX and EKO-TEX 100 certified, meaning that no harmful substances are used during production and the cotton fabric factories also produce their own 100% Green Energy.

### **About Naked Brand Group Inc.**

Naked is a global lifestyle brand focused on enhancing the architecture of the body. Every collection features impeccably tailored light-weight garments that seamlessly forms to your body making you feel like you're wearing nothing at all. Naked is 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.

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**Source: Naked Brand Group Inc.**