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Naked Brand Group Launches 'NKD' Line at Holt Renfrew's HR2 Flagship Store in Montreal

New Line Targets College-Aged Shoppers

VANCOUVER, British Columbia, March 27, 2013 (GLOBE NEWSWIRE) --**Naked Brand Group Inc. ("Naked" or the "Company")** (OTCQB:NAKD) is pleased to announce the launch of its NKD line at HR2, Holt Renfrew's discount concept chain, on March 28, 2013. The collection prominently features bold NKD branding on its line of t-shirts, tanks and underwear which will be sold at HR2's flagship 30,000 square foot store in Montreal's Quartier DIX30 shopping centre.

To view an image of NKD collection, please visit:

http://orders.newsfilecorp.com/files/2365/4756_image1-enhanced.jpg

In order to capture a broader range of shoppers, an increasing number of luxury brands are developing bridge collection lines aimed at younger consumers. Calvin Klein introduced CK, Hugo Boss introduced Boss and Armani introduced AX to appeal to a younger demographic. The strategy of creating collections targeted specifically at college-aged shoppers has allowed these brands to rapidly grow and establish themselves as brands for all ages. Naked now has two distinct lines: one that appeals to the more sophisticated man who values a seamless, impeccably tailored fit; and one that appeals to college students who want an edgier, visibly branded style.

After the success of Naked, Holt Renfrew recognized the opportunity for a lower-priced line and approached Naked about the NKD collection. The debut of NKD at HR2 signals the Company's entry into an entirely new distribution channel, one that could bring the brand to over 1,000 new doors.

Joel Primus, President and CEO of Naked states, "Our NKD line was created specifically for the college-aged male who wants the world to know he is wearing Naked. This product line allows a new segment of consumers to experience our brand. We have upheld our commitment to using soft-to-the-touch fabrics that complement the architecture of a man, and we believe that this edgier line will have mass appeal for a younger demographic."

About HR2

HR2 is Holt Renfrew & Co's discount concept chain that will offer men's and women's clothing, jewellery and accessories. Catering to college-aged shoppers, HR2 will feature

lower-priced or secondary labels from many of the same designers and brands that supply Holt Renfrew with its higher-priced lines.

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 to make you feel as if 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 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 Dragons' Den.

Forward-Looking Statements

This press release contains "forward-looking statements" that involve risks, uncertainties and assumptions, such as statements regarding the size of the distribution channel. The Company is making an assumption that it could get meetings with multiple department stores in the US of which they would simultaneously take orders for all of their doors; this scenario is unlikely to happen in the short term. In many cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "outlook," "believes," "intends," "estimates," "predicts," "potential" or the negative of these terms or other comparable terminology. These forward-looking statements are based on management's current expectations but they involve a number of risks and uncertainties. Actual results and the timing of events could differ materially from those anticipated in the forward-looking statements as a result of 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 as a result of the Closing; the company's highly competitive market and increasing competition; 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; 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.

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