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## **Naked Expands Nordstrom Retail Footprint with Delivery of First Major Order of New Men's Collection**

NEW YORK-- Naked Brand Group Inc. (OTCQB:NAKD) ("Naked" or "the Company") is pleased to announce the international launch of its new men's collection at Nordstrom, with product now available a premium locations across most major cities in the United States, Canada and Puerto Rico. This expanded presence with Nordstrom, one of Naked's key retail relationships, initiates Naked's commercial execution of its growth strategy aimed at attracting a broader customer base with new products, packaging, pricing, and marketing.

"We are delighted to be launching our new men's collections at Nordstrom and even more excited to have expanded our in-store presence. Nordstrom has been a key partner for Naked and we think this is the perfect way to kick-off this new phase of growth," says Carole Hochman, CEO and Chief Creative Officer. "Our team has a long history with Nordstrom, and over the years, I've launched many successful women's intimate and sleepwear collections with them. They are a fantastic partner and it was our top priority to continue work with them on this exciting launch."

Naked developed its expanded men's offerings with a clear focus on attracting new customers. As part of Naked's strategy, the Company has created a new entry-level package, Naked Essential, a high-value underwear two-pack constructed with premium cotton stretch fabric that will be offered at a starting retail price point of \$40. Intended to be the foundation of the Naked wardrobe, it includes two pairs of briefs, trunks, or boxer briefs in a range of white, black, heather gray, and dusk blue. The Essential 2-pack also features cotton stretch undershirts. Early sales reports regarding Naked's Essential program are highly encouraging with the new 2-Pack program accounting for over 30% of weekly sales with impressive sell through rates.

To promote the Nordstrom launch, Joel Primus, Founder and President of Naked, will be on a national tour from February through April. Stops will include in-store appearances and presentations at investor events. A full media campaign will include local and regional press in support of each of the markets.

### **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. Established in 2010, by Joel Primus in Vancouver, Naked has a strong and growing footprint for its innovative and luxurious men's innerwear products in some of the best online and department stores in North America. 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. Naked is hard at work developing amazing women's intimate apparel, sleepwear and loungewear – the kind of extraordinary products for which Carole Hochman has been admired for years. These women's collections will be introduced during 2015. Meanwhile, Naked is committed to constant innovation and optimization of its men's collections as well. In the future, Naked plans to expand into other apparel and product categories that can exemplify the mission of the brand, such as activewear, swimwear, sportswear and more.

## **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, (i) statements that the launch of Naked's new men's collection at Nordstrom initiates Naked's commercial execution of its growth strategy aimed at attracting a broader customer base with new products, packaging, pricing, and marketing.; (ii) statements that Joel Primus, Founder and President of Naked, will be on a national tour from February through April and stops will include in-store appearances and presentations at investor events; (iii) statements that a full media campaign will include local and regional press in support of each of the markets; (iv) statements that Naked Essential is intended to be the foundation of the Naked wardrobe; (v) statements regarding the Company's women's collections to be introduced during 2015; and (vi) statements that in the future Naked plans to expand into other apparel and product categories such as activewear, swimwear, sportswear and more. 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](http://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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