

June 1, 2015



Naked Invited To Present At LD Micro Invitational Conference On June 2, 2015

NEW YORK, June 1, 2015 /PRNewswire/ -- Naked Brand Group Inc. (**OTCQB:NAKD**) ("Naked" or "the Company"), an innovative inner fashion and lifestyle brand will be presenting Tuesday, June 2, 2015 at 5:00pm at the LD Micro Invitational at Hotel Bel-Air in Los Angeles, California.

Naked's Founder and President, Joel Primus, will provide a strategic outlook for Naked which has spent the last 11 months since CEO, Carole Hochman, joined the company, establishing the foundation and infrastructure for growth in 2015 and beyond. Since the start of the 2015 fiscal year in February, Naked has bolstered its commercial footprint with the delivery of its new, expanded men's innerwear collection to key retail partners including Nordstrom, Hudson Bay and BareNecessities.com; showcased its first women's sleepwear, loungewear and intimate apparel collections for retailers at market week; launched an enhanced direct digital store (www.thenakedshop.com) based on an optimized logistics and software platform; and strengthened its board and advisory with the addition of proven executives and entrepreneurs.

"The last year has been truly transformational for Naked and 2015 is off to a promising start as we are now putting our growth plans into action," said Primus. "We made a lot of important decisions on where to focus our efforts in order to put our exciting brand in position to achieve its long-term potential. We are still in the early days but believe we are starting to see the fruits of our labor and I am excited to put our achievements and future plans into context for investors at a great conference like LD Micro."

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. Naked has a strong and growing retail footprint for its innovative and luxurious men's innerwear products in some of the leading 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 now headquartered in New York City, has expanded its men's collections and has developed amazing women's intimate apparel, sleepwear and loungewear collections – the kind of extraordinary products for which Carole Hochman has been admired for years. The first of these women's collections will be available online and at retail during the second half of 2015. 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.

ABOUT LD Micro

LD Micro is an investment newsletter firm that focuses on finding undervalued companies in the micro-cap space. Since 2002, the firm has published reports on select companies throughout the year. The firm also hosts the LD Micro Main Event in December. It is a non-registered investment advisor. For more information, please contact [408-457-1042](tel:408-457-1042) or visit www.ldmicro.com.

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 regarding the Company's strategy and business plan; (ii) statements regarding the Company's women's collection to be introduced during 2015; and (iii) 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. 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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