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## Women's Fall 2015 Sleep and Loungewear Now Available at [wearnaked.com](http://wearnaked.com)

NEW YORK, Aug. 26, 2015 /PRNewswire/ --**Naked Brand Group Inc.** (OTCQB: NAKDD) ("Naked"), an innovative inner fashion and lifestyle brand, launched its highly anticipated Fall 2015 women's collection of loungewear and sleepwear for consumer purchase today at [www.wearnaked.com](http://www.wearnaked.com). The new collection is also expected to start appearing in boutiques and specialty retail shops across the U.S. and Canada in the coming weeks. In conjunction with the launch of this women's collection, Naked is also unveiling a further enhanced website to accommodate both men's and women's product offerings while creating a more interactive and immersive shopping experience.



"We are very proud of the products that we are now offering to our women. We believe we have created impeccably designed innerwear essentials that feel and look amazing," said Carole Hochman, Chief Executive Officer, Chief Creative Officer and Chairwoman of Naked.

The Fall 2015 women's collection consists of three core groups of transitional basics including super soft Essential cotton stretch, eco-friendly, versatile Tencel and Luxury Micromodal. Each group includes an array of hipsters, boyshorts, chemises, robes, camisoles, lounge pants, sleepshirts and pajama sets in a fresh and modern color palette. True to Naked's mission, this women's collection is designed to feel as good as if you were wearing nothing at all and is offered to consumers at an affordable premium price range: Essentials (\$32-\$98), Tencel (\$32-\$78) and Luxury (\$32-\$120).

### **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 best online and department stores in North America including Nordstrom, Hudson Bay, Holt Renfrew, Amazon.com, BareNecessities.com and many more. 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. In June

2015, Naked announced a strategic partnership with NBA Miami HEAT star Dwyane Wade. The 3-time NBA Champion, 11-time All Star and Olympic Gold Medalist joined the company's Advisory Board and will serve as Creative Director for a signature "Wade x Naked" collection of men's innerwear launching 2016. Naked is now headquartered in New York City and 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, the launch of Naked's Fall 2015 women's collection of loungewear and sleepwear for consumer purchase. 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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