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Bloomingdale's to Carry Naked Men's & Women's Collections

NEW YORK, NY -- (Marketwired) -- 10/07/15 -- [Naked Brand Group Inc.](#) (OTCQB: NAKD) ("Naked"), an innovative inner fashion and lifestyle brand, is pleased to announce that Bloomingdale's, one of America's leading department store chains, will begin to carry the Naked men's collection in select stores and on [Bloomingdales.com](#) this Fall. In addition, Bloomingdale's has placed a purchase order with Naked to stock the brand's full collection of women's intimate apparel, sleepwear and loungewear starting in Spring 2016.

Carole Hochman, CEO and Chief Creative Officer of Naked stated, "I could not be more proud then to have Bloomingdale's carrying our men's products and to be the first major department store to place a significant order for our full line of women's products, which will be launching early next year. The reaction to our women's collection has been positive and exciting and we believe this commitment from Bloomingdale's is the start of a new growth phase for Naked."

The Naked's men's micromodal, cotton stretch and microfiber collections will be available at select Bloomingdale's department stores and online nationwide at [Bloomingdales.com](#). Women's styles to be included in Bloomingdale's order will feature Naked's cotton stretch, micromodal, and pima cotton sleepwear, as well as intimate apparel.

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, Dillard's, 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 athleisurewear, 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, Naked's men's and women's collections being available for purchase at select Bloomingdale's and bloomingdales.com. 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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