

February 11, 2016



Naked Introduces Women's Intimates on [wearnaked.com](http://www.wearnaked.com)

NEW YORK, Feb. 11, 2016 /PRNewswire/ - **Naked Brand Group Inc. (NASDAQ: NAKD)** ("Naked"), an innovative inner fashion and lifestyle brand, launched its women's intimate apparel collection for consumer purchase today at www.wearnaked.com. Designed by intimate apparel pioneer Carole Hochman, Naked's CEO and Chief Creative Officer, the launch, which will include deliveries to major retailers in the coming weeks, marks a significant milestone for the Naked brand. Carole Hochman, who has been designing intimate apparel for more than 30 years and is one of the most influential women in the intimate apparel and sleepwear business, joined Naked in 2014 with the goal of making the brand a leader in women's intimates.

"My entire career has been focused around women's intimate apparel and I know women want to feel comfortable and sexy in their underwear," said Hochman. "Naked's intimates address the needs of the modern woman, making comfort and quality our primary focus with contemporary silhouettes and beautiful fabrication to create garments that we believe would make any woman feel sexy and confident. We are so excited to make these available to customers."

Naked's first collection of women's intimates consists of two core groups of daily essentials including wire-free bras and thong, modern brief and hipster style panties. Naked's intimates are designed for all day effortless comfort and a "light as air" fit that, true to Naked's brand mission, feels as if you are wearing nothing at all. The first group, Naked Luxury intimates, is made from luxuriously soft Modal fabric with 360-degree stretch that naturally wicks away moisture and is cooling to the touch and comes in fashion-forward black, truffle, rose dust, lantana and white colors. The second group, Everyday Naked, is constructed from premium Peruvian Pima cotton stretch fabric that is feather light, soft and breathable and comes in essential black, white and rose dust hues. All women's intimates bottoms will initially retail for \$18 and bras will initially retail for \$38.

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's women's and men's collections are available at www.wearnaked.com and 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 including Nordstrom, Bloomingdale's, Dillard's, 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 is the Creative Director for a signature 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.

<http://www.nakedbrands.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, statements regarding the launch and delivery of our women's intimate apparel collection and anticipated retail prices. 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.

SOURCE Naked Brand Group Inc