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Naked Launches “Invisible Edge” Signature Line-Free Intimates Collection

Innovative Bras and Panties Feature Patented SensElast™ Velvet Lamination on Inside of High-Quality Italian Euro Jersey Fabric

NEW YORK, May 25, 2016 (GLOBE NEWSWIRE) -- [Naked Brand Group Inc.](#) (NASDAQ:NAKD) ("Naked"), an innovative inner fashion and lifestyle brand, announced the launch of its Signature Line-Free intimates collection of “invisible edge” bras and panties for women featuring SensElast™ technology which provides velvet lamination inside high-quality Italian Euro Jersey fabric for enhanced comfort and performance.

“Naked is committed to innovation and we are proud to introduce what we believe is the most technically advanced collection of women’s intimates on the market,” said Carole Hochman, CEO and Chief Creative Officer of Naked. “Line-Free, ‘seamless’ underwear is now a mainstay for many women but great fit and performance are often lacking in these products, particularly in the bra category. Our Signature Line-Free intimates collection elevates this entire product category with sexy, sophisticated bras and panties made from high-quality Euro Jersey fabric incorporating the advanced SensElast™ velvet lamination technique to deliver a more comfortable, superior fit.”

Naked’s Signature Line-Free intimates collection initially includes a cup-sized wire-free, seamless bra as well as elastic waistband-free thong, modern brief and hipster style panties. All of these products are made from smooth, lightweight Italian Euro Jersey fabric that incorporates SensElast™ velvet lamination on the inside of the underbust, waistband and leg opening to help these products stay in place more comfortably as well as prevent rolling at the waist and ride-up. Signature intimates are designed for all day effortless comfort and a light as air fit that, true to Naked’s brand mission, feels and looks as if you are wearing nothing at all. The first pieces from this collection come in black, nude and cobalt blue and bottoms retail for \$24-26 and bras for \$62. The Signature Line-Free collection is available for purchase at www.wearnaked.com and select retailers.

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 growing retail footprint for its innovative and luxurious innerwear products in some of the leading online and department stores in North America including Nordstrom, Bloomingdale's, Dillard's, Soma, Saks Fifth Avenue, Amazon.com, BareNecessities.com and 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 in the future 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.

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The logo for Naked Brand Group, featuring the word "naked" in a bold, lowercase, sans-serif font. The letter "d" is stylized with a horizontal line through its middle, resembling a minus sign or a stylized "d".

Source: Naked Brand Group, Inc.