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HSN and Naked Brand Group Partner to Launch “Comfortably You”

New Sleepwear, Loungewear and Intimates Collection Available Exclusively on HSN January 2017

ST. PETERSBURG, Fla.--(BUSINESS WIRE)-- Entertainment and lifestyle retailer HSN announced today it has partnered with Comfortably You, LLC to launch an exclusive sleepwear, loungewear, and intimates lifestyle collection, **Comfortably You™**, on HSN on January 26, 2017. Comfortably You, LLC is led by renowned sleepwear designer Carole Hochman and is a wholly owned subsidiary of Naked Brand Group, Inc. (NASDAQ:NAKD) (“Naked”), an innovative inner fashion and lifestyle brand.

Created for the modern woman looking for comfortable and fashionable styles that can be worn both in the bedroom and around the home, the debut Comfortably You™ collection will feature eight sleepwear and casual wear styles including a robe set, night gown and t-shirt, and separates including a bralette, yoga pants, and jacket. All styles will be available exclusively on HSN in an assortment of solid colors and prints in sizes ranging from XS – 3XL, all priced under \$60.00. Designed and manufactured by Carole Hochman and her team at Naked, the collection will feature a proprietary “caressa” fabric to provide the ultimate soft feeling with easy garment care that drapes beautifully around any silhouette.

“Women today are looking for clothing that fits their lifestyles, yet provides a superior level of comfort. Our new collection offers women unmatched comfort and style with unique details, on-trend colors, and modern prints that set these pieces apart from the ordinary and expected,” said Carole Hochman, CEO and Chief Creative Officer of Naked and CEO of Comfortably You, LLC. “I’m thrilled to be partnering with HSN on the Comfortably You™ brand and in bringing consumers the choices, variety, and elevated sleepwear experience they desire with the comfort they deserve.”

“With over 30 years of design experience, Carole’s expertise within this category will lend itself well to our customers, who value and trust the knowledge of established industry leaders,” said Vanessa Dusold, SVP Merchandising, Apparel and Accessories, HSN. “We’re pleased to introduce our customers to this exclusive new line of sleepwear, loungewear and intimates.”

Carole Hochman has been creating sleepwear and intimate apparel for more than 30 years and served as the Chief Creative Officer of the Carole Hochman Design Group until her departure in 2013. Under Carole’s leadership, Carole Hochman Design Group manufactured Carole Hochman brand sleepwear, loungewear and daywear, plus numerous other licensed sleepwear collections including Christian Dior, Oscar de la Renta, Ralph Lauren, Jockey,

Donna Karan, Tommy Bahama, and Betsey Johnson. Carole joined Naked as Chief Executive Officer, Chief Creative Officer, and Chairwoman in 2014, where she is focused on developing intimate apparel, sleepwear, and loungewear designed to meet the lifestyle and taste of today's woman.

About HSN:

HSN is a leading entertainment and lifestyle retailer, offering a curated assortment of exclusive products and top brand names to its customers. HSN incorporates entertainment, inspiration, personalities and industry experts to provide an entirely unique shopping experience. At HSN, customers find exceptional selections in Health & Beauty, Jewelry, Home/Lifestyle, Fashion/Accessories, and Electronics. HSN broadcasts live to approximately 94 million households in the US 24/7 and its website - HSN.com features more than 50,000 product videos. Mobile applications include HSN apps for iPad, iPhone and Android. HSN, founded 39 years ago as the first shopping network, is an operating segment of HSN, Inc. (Nasdaq: [HSNI](#)). For more information, please visit www.HSN.com, or follow @HSN on Facebook and Twitter.

About Comfortably You, LLC:

Comfortably You, LLC is a wholly owned subsidiary of Naked Brands Group, Inc. (NASDAQ:NAKD), an innovative inner fashion and lifestyle brand, and an extension of the core Naked brand philosophy of being free to be yourself and feel comfortable in your own skin. Our brand ideal is about shedding the layers of the day and letting go of the pressures and stresses of our daily lives. Our brand promise is about providing the optimal fit, feel, and function in the essential, most intimate garments we all wear closest to our skin, under our clothes, or at home where we relax and sleep. As a brand, Comfortably You sets out to bring modern, affordable sleep, lounge, and inner wear that is elegantly simple and extraordinarily comfortable.

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 Carolee 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 (now Chicago Bulls) 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/>

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