

November 13, 2015



Naked to Be Featured at Dwyane Wade's RunWade Fashion Event

NEW YORK, NY -- (Marketwired) -- 11/13/15 -- [Naked Brand Group Inc.](#) (OTCQB: NAKD) ("Naked"), an innovative inner fashion and lifestyle brand, is pleased to announce its participation in [A Night on the RunWade](#) fashion event, hosted by NBA Miami HEAT Champion Dwyane Wade on November 14, 2015 at The Ice Palace Studios in Miami, FL. All proceeds from the evening will benefit the Wade World Foundation, which provides support to community-based organizations that promote education, health and social skills for children in at-risk situations. Naked will donate women's and men's product to support the event as well as donate 25% of all gross proceeds from sales on www.wearnaked.com on November 14-15 to the Wade World Foundation.

Dwyane Wade joined Naked this past summer as an endorsement and licensing partner, member of the Company's Advisory Board, and as Creative Director for the Wade X Naked collection of men's innerwear planned to launch in 2016. Wade will also spearhead the brand's Naked Truth™ campaign that recognizes and celebrates the stories of those who live inspiring and authentic lives, set to launch on November 23. Naked's collection of men's and women's intimates, loungewear and sleepwear will be featured throughout the event, which will include runway and fashion presentations from Dwyane's favorite fashion designers, as well as a pop-up Wade Brand Store that mirrors Wade's personal closet at home and an interactive photo booth. All proceeds from the evening will benefit the Wade World Foundation, which provides support to community-based organizations that promote education, health and social skills for children in at-risk situations.

In addition to product placement within the Wade Store, where Naked Men's Signature Boxer Briefs and Women's Luxury Boyshorts will be available for purchase with all proceeds going to RunWade, servers will be dressed exclusively in Naked loungewear and intimates. VIP guests including Miami Heat players and executives, local Miami talent, influencers and restaurateurs will also have a chance to get Naked with the brand's ultra comfortable Tencel Women's Hipster and soft-to-the-touch Signature Men's Boxer Briefs, which will be in the event gift bags.

Naked has been expanding its retail distribution in the South Florida market with retailer partners including Dillard's in Ft. Lauderdale and Nordstrom in International Plaza (Tampa), Aventura, Merrick Park, which makes RunWade the perfect activation to display Naked's products including its new women's collections. The Naked collections are also available for purchase online at www.wearnaked.com and tickets for RunWade can be purchased at www.runwade.com.

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 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, 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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