



## **NAKED BRAND GROUP SELECTED FOR ICR XCHANGE CONFERENCE**

*Founder Joel Primus to present Naked Strategic IR Plan to  
2,000+ members of the investment community*

**New York, NY - January 8, 2015** -- Naked Brand Group Inc. (**OTCQB:NAKD;** **"Naked" or "the Company"**) a global lifestyle brand focused on innovative and luxurious innerwear, loungewear, sleepwear and active wear, is pleased to announce that it has been selected to present its brand vision and growth strategy at the ICR XChange Conference. The event, one of the largest investment conferences of the year, and considered to be the premier investment conference for consumer-oriented growth companies, will take place from January 12-14, 2015 at the JW Marriott Orlando Grande Lakes in Orlando, Florida.

"The conference provides Naked with the opportunity to present our vision of Naked as a global lifestyle brand to institutional investors, sell-side research analysts, investment bankers, private equity professionals and select media. We are thrilled to have been selected for the ICR XChange Conference," said Naked CEO and Chairwoman, Carol Hochman.

Joel Primus, company founder and president will be presenting and stated, "Participation is in line with our growth strategy and financial communication plan. With Carole Hochman becoming our CEO to expand our brand into women's and beyond, raising over \$7 million, moving our headquarters to New York and building an incredible team, there is a lot to talk about.:

In addition to the presentation, members of the Naked team will have the opportunity to network and connect with over 2,000 members of the investment community with the goal of discussing and uncovering consumer trends and public company prospects.

Naked will be presenting at on Monday January 12 at 2:30pm Salon D with Break out session on Monday the 12<sup>th</sup> at 11:00 and 3:30pm in the Coquilna Ballroom Table D-2. The Naked Brand Group webcast can be viewed [here](#). The Naked Brand Group webcast can be viewed [here](#).

### **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. Established in 2010, by Joel Primus in Vancouver, Naked has a strong and growing footprint for its innovative and luxurious men's innerwear products in some of the best online and department stores in North America. 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. Naked is hard at work developing amazing women's intimate apparel, sleepwear and loungewear – the kind of extraordinary products for which Carole Hochman has



been admired for years. These women's collections are anticipated to be introduced during 2015. Meanwhile, Naked is committed to constant innovation and optimization of its men's collections as well. In the future, Naked plans to expand into other apparel and product categories that can exemplify the mission of the brand, such as activewear, swimwear, sportswear and more.

### **About ICR**

Established in 1998, ICR partners with companies to develop and execute strategic communications programs that achieve business goals, build credibility, and enhance the long-term value of the enterprise. The firm's highly differentiated service model, which pairs capital markets veterans with senior communications professionals, brings deep sector knowledge and relationships to clients in more than 20 industries. Today, ICR is one of the largest and most experienced independent advisory firms in North America maintaining offices in Boston, Connecticut, Los Angeles, New York, San Francisco and Beijing.

### **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, (i) statements regarding the ICR XChange Conference providing the Company with the opportunity to present the Company's vision to the investment community; (ii) statements regarding the Company's women's collection to be introduced during 2015; and (iii) statements that in the future Naked plans to expand into other apparel and product categories such as activewear, swimwear, sportswear and more. 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](http://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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