



NAKED TO PRESENT STRATEGIC VISION WITH LIVE FASHION SHOW OFFERING FIRST LOOK AT WOMEN'S COLLECTION AT 11th ANNUAL NOBLE FINANCIAL CONFERENCE

NEW YORK--(January 15th, 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, will be presenting Monday January 19th at 12:30pm (Room 2) at the Noble Financial Conference at Club Med Sandpiper Bay, Florida. On Tuesday, January 20th @ 8:30 PM, Naked will present a runway fashion show featuring 18 of the newest Naked designs for men *as well as* women on professional models.

"We are thrilled to share our new designs with the financial community, particularly to offer a live preview of our women's collection. The excitement around our brand and our products is building steadily and we are thrilled about the opportunity to showcase it in person," said Naked CEO and Chairwoman, Carole Hochman.

"Given the transformational year 2014 was for the company; we're excited to be presenting again at Noble's exciting conference," said Joel Primus, Naked's Founder and President. "Naked has a lot more to talk about in terms of what we've accomplished in the last six months and our growth strategy for 2015."

Investors and other interested parties may access the live webcast of Joel Primus' January 19 presentation at:

<http://noble.mediasite.com/mediasite/Play/588dc83f8cc84033b4be88d660dec9d41d>

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 Noble Financial

Noble Financial Capital Markets was established in 1984. Noble Financial is an equity research driven, full-service, investment banking boutique focused on life sciences, technology, energy and media, emerging growth, companies. The company has offices in New York, Boston, Los Angeles, and Boca Raton, FL. In addition to non-deal road shows and sector-specific conferences throughout the year, Noble Financial hosts its large format annual equity conference in January in South Florida featuring 120 - 150 presenting companies from across North America and total attendance of close to 600. For more



information: www.noblefcm.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, (i) statements regarding the Noble Financial Conference providing the Company with the opportunity to present the Company's products and 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. 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.