



## **Former Calvin Klein Senior Financial Executive Joins Naked Board of Directors**

**New York, NY – February 9, 2014** -- 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 industry leader Paul Hayes has joined the Naked Board of Directors where he will serve as Chairman of the Audit Committee, strengthening Naked’s corporate governance.

Mr. Hayes, a certified public accountant, led the commercial finance and accounting team for the \$500 million Calvin Klein brand business in Europe in his capacity as Chief Financial Officer for the Europe region of The Warnaco Group, which was acquired in 2013 by PVH Corporation. He has extensive global experience managing and driving growth in a wide range of industries, particularly in the intimate apparel and sleepwear categories through his tenure at Calvin Klein. He has also held senior positions at international powerhouses Nokia Corporation and Deloitte & Touche LLP. Currently Mr. Hayes serves as the Vice President Finance for Parfums de Coeur, a fragrance and bath products concern.

“I am thrilled to be joining Naked’s Board of Directors at a time when the company has such positive momentum. As I look back at my experience at Calvin Klein, I see great parallels in the men’s and women’s categories, confirming the enormous opportunity Naked has to be one of the next big players in the underwear market,” says Hayes. “The team CEO Carole Hochman has built, the power of the brand name, and Naked’s exceptional products position the company for tremendous growth in the future.”

“Paul is a valuable addition to the team. His extraordinary expertise in financial management in our industry combined with his perspective on the European markets and distribution channels will be of great value as we look to grow Naked into a global lifestyle brand,” said Carole Hochman, CEO and Chief Creative Officer of Naked.

### **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 will 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.

#### **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 Company's women's collections to be introduced during 2015; (ii) statements that Naked has the enormous opportunity to be one of the next big players in the underwear market and the power of the brand name and Naked's products position the company for tremendous growth in the future; (iii) statements that in the future Naked plans to expand into other apparel and product categories such as activewear, swimwear, sportswear and more; and (iv) Paul Hayes's expertise and perspective will be of great value. 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.