



Naked Announces Nightlife Icon Jason Strauss and Intimate Apparel Leader Mimi Sia Join Advisory Board

New York, NY – 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 intimate apparel expert, Mimi Sia, and nightlife branding legend, Jason Strauss, have joined Naked’s Advisory Board.

Mimi Sia was the executive director and co-founder of ACE Style Group, internationally recognized as a dominant manufacturer of premium quality intimates. During Sia’s tenure, ACE Style Group employed over 8,500 people and had annual production capabilities of over 40 million units. Sia operated the design studio in New York and provided full product development service from design to sample making for key customers like Calvin Klein, Victoria’s Secret, Betsey Johnson, Le Mystere, SOMA and Wacoal. Her knowledge of the product execution and her passion for design and product development was key to the success of the company in becoming one of the largest ODM manufacturers of intimate apparel in the world. She has been working with Naked as a consultant since September 2014, helping to develop Naked’s women’s intimate apparel collections.

“It has been an absolute pleasure to work with Mimi as she one of the most trusted and accomplished individuals in the intimate apparel industry. Her collaboration and active involvement with Naked has greatly accelerated the design and development of our women’s collections. Her contributions will be clearly evident when we show these beautiful products during the May market. She has been an essential part of making Naked bras cutting edge and her ongoing contributions as an advisor will help ensure our continued innovation in design, construction and fabrication,” said Carole Hochman, CEO and Chief Creative Officer of Naked.

Jason Strauss brings an extraordinary understanding of media and digital marketing, having built successful nightlife brands in the United States and globally. As co-founder of the Strategic Group alongside partner Noah Tepperberg, Strauss has been recognized as a pioneering innovator in nightlife entertainment and guerrilla marketing. Most notably, Strauss and his partners are the masterminds behind some of the most successful nightclub and restaurant brands to open in the past decade, including Marquee, TAO, Avenue and LAVO. Jason and his partners have received multiple awards and honors including Named in the Top 50 people in EDM by Rolling Stone Magazine in 2014.

“It is inspiring to be working with Jason, who has always amazed us with his ideas and understanding of lifestyle brands. He has shared our excitement about Naked since we got



involved last year and has already contributed a number of great ideas. We are thrilled to make his value-added role official as a member of our Advisory Board,” said Hochman.

“I have known the Hochman family for years and have always admired Carole Hochman’s unique talent and accomplished career in women’s sleepwear,” said Strauss. “Naked is a very special brand and I am really excited to collaborate with Carole and her team to help Naked reach its potential as a brand.”

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 Mimi Sia’s contributions will be clearly evident when Naked shows its products during the May market and her ongoing contributions as an advisor will help ensure Naked’s continued innovation in design, construction and fabrication; (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) statements that Jason Strauss’s will help Naked reach its potential as a brand. 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.