



## **Naked Solidifies Global Growth Plans with European Trademark Protection**

**NEW YORK, NY – March 11, 2015** -- [Naked Brand Group Inc.](#) (OTCQB:NAKD) (“Naked” or “the Company”) is pleased to announce that the European Community Trademark Office has issued a Registration Certificate for its Naked trademark covering apparel. Effective immediately, the Naked trademark is protected in all 28 Member States of the European Union and further facilitates Naked’s strategy to become a global lifestyle brand.

“Europe will be an important market for Naked and securing strong intellectual property protection for our brand is a significant step in building our next phase of global distribution. The European market is well suited for Naked’s products and we are positioned to align with leading international retailers,” says Carole Hochman, CEO and Chief Creative Officer. “We look forward to offering customers the opportunity to ‘Get Naked’ with our expanded product line, new designs and packaging.”

Naked will be leveraging its executive team’s and advisory board’s expertise in Europe, which has a track record of launching and building successful lifestyle brands throughout the region. The European Trademark builds on Naked’s recent expansion announcement in Canada and Puerto Rico with retailer Nordstrom.

### **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 has since relocated to New York City and 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 that Europe will be an important market for Naked; (ii) statements that Naked will be leveraging its executive team’s and advisory board’s expertise in Europe; (iii) statements that Naked’s expanded product line, new designs and packaging will be offering customers the opportunity to ‘Get Naked’; (iv) statements regarding the Company’s women’s collections to be introduced during 2015; and (v) 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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