



NAKED LAUNCHES THENAKEDSHOP.COM OPTIMIZED ONLINE & MOBILE SHOPPING PLATFORM

New ecommerce Site Offers All Naked Collections Direct To Consumers

New York, NY – May 12th, 2015 -- Naked Brand Group Inc. (OTCQB:NAKD) (“Naked” or “the Company”) a global lifestyle brand focused on innovative and luxurious innerwear, loungewear and sleepwear, has launched a totally revamped and enhanced online shopping platform at www.thenakedshop.com. The launch of this new ecommerce platform is aimed at optimizing direct customer experience online and mobile. It also coincides with the roll out of new product packaging, marketing, advertising and social media campaigns alongside Naked’s new men’s collections launched in February starting at Nordstrom stores across North America. To view the new website, shop, and to receive the latest news about Naked, visit www.thenakedshop.com.

“We expect our new ecommerce platform will be a critical channel for connecting directly to customers and we believe it has enormous growth potential, particularly as we expand into woman’s intimate apparel as 2015 unfolds,” said Joel Primus, Founder and President of Naked. “Our direct-to-consumer shopping experience now reflects the seamless way form meets function in our extraordinary Naked products. Like our new logo design and best-in-class product packaging, our online user experience now exemplifies the core DNA of the Naked brand.”

Beyond a new online storefront that enhances user shopping experience for all devices including mobile, Naked’s ecommerce platform leverages the Company’s new enterprise resource planning software and third-party logistics partner, which position Naked for rapid growth and scalability.

“Our objective in expanding and enhancing our entire ecommerce and logistics platform was to improve the overall experience for our loyal customers while creating an environment to drive trial and engagement with new customers,” says Carole Hochman, CEO and Chief Creative Officer of Naked. “With dynamic marketing campaigns, expanded product collections set for release throughout 2015, and now our new ecommerce platform in place to accelerate growth of direct-to-consumer sales, key components are in place to take Naked to the next level.”

The design and development of Naked’s new brand identity and website were spearheaded by Naked’s branding and marketing partner, Case Study Brands.

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. Naked has a strong and growing retail 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 now headquartered in New York City, has expanded its men’s collections and has developed amazing women’s intimate apparel, sleepwear and loungewear collections – the kind of extraordinary products for which Carole Hochman has been admired for years. The first of these women’s collections will be available online and at retail during 2015. 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 Naked’s new



ecommerce platform will be a critical component for connecting directly to customers.; (ii) statements that expanded product collections will be released throughout 2015; (iii) statements the first of Naked's women's collections will be available online and at retail during 2015; (v) statements regarding the Company's women's collections to be introduced during 2015; and (vi) 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.

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