



Naked Introduces First Women's Collections to Retailers During Market Week

Expansion in women's intimate apparel is a key milestone in Naked's growth strategy

NEW YORK, NY -- May 7, 2015 -- Naked Brand Group, Inc. (OTCQB:NAKD; "**Naked**" or "**the Company**") a lifestyle brand focused on innovative and luxurious innerwear, loungewear and sleepwear, reached a significant product expansion milestone with the introduction of its first collection for women to retailers during market week at its New York headquarters. Spearheaded by industry icon Carole Hochman, Naked's Spring 2016 Women's collection builds on the strong foundation of Naked's men's collections and encompasses sleepwear, loungewear and intimates that express the power and promise of Naked.

"Naked's women's products are being specifically designed for today's woman. She is active and confident and is in sync with the Naked brand ethos. The Naked woman wants to look and feel great without sacrificing comfort and performance," says Carole Hochman, CEO and Chief Creative Officer of Naked. "This launch is a key step in our strategic growth plan. As a brand, we celebrate the success and authenticity of empowered men and women by providing inner fashion that is a delight to wear, looks amazing on, and is designed to perform and keep pace with today's dynamic lifestyle. "

Naked's Spring 2016 collection for women encompasses an array of women's products, including bras and matching pants, that will be launched online and at retail during the later part of 2015 and early 2016. The first components of the collection feature primarily loungewear and sleepwear styles based on the same extraordinary fabrics from which several of Naked's core men's collections are constructed. These will be available to consumers on Naked's own online store www.thenakedshop.com beginning in July 2015. Naked's women's initial launch includes:

- ◆ **ESSENTIAL:** The foundation of the Naked women's wardrobe. Includes sleep shorts, sleep pants, PJ tops with trim, sleep chemise with trim and coordinating robe, sleep shirt, and PJ set, in everyday wear colors such as white, heather grey and navy.
- ◆ **LUXURY:** Constructed from sensuous Micromodal® fabric for ultimate comfort and style. Includes hipsters and boy shorts, and coordinating PJ tops with trim featuring the Naked logo in a range of distinctive colors including white, black, charcoal, dark blue, dusk blue, and burnt orange. The collection also includes a PJ long sleeve top, PJ pants, sleep chemise, and PJ set.
- ◆ **TENCEL®:** Based on an amazingly soft fabric constructed from fiber known for its moisture management, durability and eco-friendly manufacturing. This collection is available in a bold set of fashionable colors and designs. Hues of sodalite blue/black and zinfandel/black, in hipsters and boy shorts, and coordinating PJ tops with trim featuring the Naked logo. The collection also includes a pullover sleeve top, PJ pleated pants, and sleep chemise.

"We are thrilled to be launching the Naked collection for women." says Joel Primus, Founder and President of Naked. "This has been my dream and intention since I founded Naked and I always knew teaming up with Carole Hochman would make this launch a



success. Together, we are building a brand that has set out to establish a new standard for how products worn close to the skin fit, feel and function.”

Naked’s Spring 2016 Women’s collection is currently in the market for wholesale accounts and will be for sale to the consumer during Summer 2015. Naked’s men’s collections are currently available at Nordstrom, Hudson Bay Stores, Holt Renfrew, BareNecessities.com, Amazon.com, HisRoom.com and a wide array of boutiques and other online retailers. The entire range of Naked’s men’s products are available at www.TheNakedShop.com.

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, 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 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 regarding the Company’s market week introduction of its Spring 2016 women’s collections; (ii) statements regarding the Company’s launch of an expanded array of women’s products online and at retail during the later part of 2015 and 2016; (iii) statements that the first women’s collections will feature primarily loungewear and sleepwear styles and will be available for purchase first on Naked’s own online store www.thenakedshop.com during Summer 2015; (iv) statements that Naked’s women’s collections will be available for sale to the consumer during Summer 2015; (v) statements that the first of these women’s collections will be online and at retail 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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