



Publication/Outlet: SourcingJournal.com

Impressions: 55,000 unique visitors per month

Date: September 3, 2015

Link: <https://sourcingjournalonline.com/naked-to-extend-new-womens-line-to-wholesale-in-spring-16/>



Naked to Extend New Women's Line to Wholesale in Spring '16



New York-based Innerwear brand Naked is branching into women's for fall, selling a small collection of sleep and loungewear on its own e-commerce site, before ramping up its retail presence next spring.

Known for its form-fitting underwear for men, Naked unveiled its Spring '16 collection of women's pieces to buyers at last month's CurveNY show at the Jacob K. Javits Convention Center in New York.

"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," said Carole Hochman, CEO and chief creative officer, who spearheaded the expansion when she joined the company in 2014 because she believed attracting female customers would grow the brand's male base, too. She added, "The Naked woman wants to look and feel great without sacrificing comfort and performance."

True to form, the spring collection encompasses underwear, including bras and matching pants, that's designed to feel virtually non-existent (it's not named Naked for nothing) and sit smoothly under garments.

Meanwhile, the small selection of coordinating sleep shorts and tops, pajamas, yoga pants and robes feature the same fabrics from which several of the core men's collections are constructed, like a Tencel grouping and a luxury capsule made from Micromodal. The initial direct-to-consumer offering retails from \$32 to \$120.

"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," said Joel Primus, the brand's president. "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."

Hochman agreed. "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," she said.

Los Angeles : 6363 Wilshire Boulevard · Suite 206 · Los Angeles · CA 90048 · P 310.432.0020

New York : 36 West 20th Street · 10th Floor · New York · NY 10011 · P 646.336.6420

www.efgpr.com