



October 7, 2015

Naked Introduces Men's Loungewear Collection

By [Aria Hughes](#)

Naked is expanding its offering.

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The innerwear company is launching a men's loungewear collection today on its e-commerce site, and it will also be available at select Nordstrom stores this season. The line is made from Naked's signature fabrics and includes lounge pants, shorts and long-sleeve tops that retail from \$60 to \$80.

This launch follows the introduction of Naked's women's loungewear collection for fall.

Joel Primus, Naked's founder and president, said the collection features supersoft fabrics and the styles are "sharp enough for versatile, everyday wear."



VIEW SLIDESHOW

A look from Naked's loungewear collection for men.
Stephen Ciuccoli

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Intimate apparel vet Carole Hochman joined Naked in 2014 as the chief executive officer and chief creative officer. According to Hochman, the Naked brand has been rapidly expanding. The men's category has seen 119 percent growth from the first half of the year since March 2014 and it recently launched at Dillard's and Nordstrom Vancouver. It and will also be available for the first time at select Bloomingdale's stores and on Bloomingdales.com this fall. Bloomingdale's will also be carrying Naked's women's loungewear collection for spring 2016.

Hochman said she has an "extensive working history with Dillard's, I know they are a fantastic partner." And the addition of the Southern retailer, which will join department stores such as Nordstrom and Hudson's Bay in carrying the line, "is a key component of our business strategy to make Naked's outstanding products broadly available to consumers."



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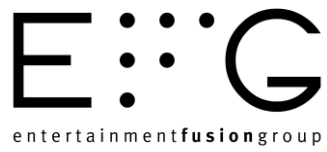
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