



FOR IMMEDIATE RELEASE

Saks Fifth Avenue, Dillards and Soma Now Carrying Naked Women's Products

New York, NY (April 6th, 2016)—[Naked Brand Group Inc.](#) (NASDAQ: NAKD) ("Naked"), an innovative inner fashion and lifestyle brand, announced today that Dillard's, Soma and Saks Fifth Avenue have begun carrying Naked product for women.

"We are delighted to continue the roll out of our women's intimates, loungewear and sleepwear collection with great retail partners like Saks, Dillards, Soma and Bloomingdale's" said Carole Hochman, CEO and Chief Creative Officer of Naked.

Styles available at select Dillard's stores include Luxury Modal intimates and Everyday Pima Cotton intimates. In addition to the Everyday Pima Cotton intimates, [Saksfifthavenue.com](#) also carries select styles from Naked's Essential collection which consists of transitional basics made with super soft jersey stretch fabric in styles including boyshorts, bralettes, chemises, robes, camisoles, lounge pants, sleepshirts and pajama sets in a fresh and modern color palette.

[Soma](#), an American chain of women's stores that specialize in intimates, sleepwear and loungewear was the first retailer to start carrying Naked's collections for women and now has a broad array of styles online. Soma is the first retail partner to carry the Signature collection, Naked's newest group of seamless panties and bras which will be available from [wearnaked.com](#) and other retailers during the Spring.

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's women's and men's collections are available at [www.wearnaked.com](#), and Naked has a growing retail footprint for its innovative and luxurious innerwear products in some of the leading online and department stores in North America including Nordstrom, Bloomingdale's, Dillard's, Soma, Saks Fifth Avenue, Amazon.com, BareNecessities.com and more. 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. In June 2015, Naked announced a strategic partnership with NBA Miami HEAT star Dwyane Wade. The 3-time NBA Champion, 11-time All Star and Olympic Gold Medalist joined the Company's Advisory Board, and is the Creative Director for a signature collection of men's innerwear launching 2016. Naked is now headquartered in New York City and plans to expand in the future into other apparel and product categories that can exemplify the mission of the brand, such as activewear, swimwear, sportswear and more. <http://www.nakedbrands.com/>

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, statements regarding the launch and delivery of our women's intimate apparel collection and anticipated retail prices. 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.