Flow Society's Custom Apparel Division Opens Regulation Crowdfunding Offering to Everyday Investors From $250

Flow Society Authentic Gear Inc. invites supporters of the lacrosse apparel brand to become shareholders through a Reg CF offering conducted by DealMaker Securities LLC

Union City, New Jersey Nov 12, 2026 (Issuewire.com) - Flow Society Authentic Gear Inc., the custom apparel division of the sportswear label Flow Society, is accepting investment commitments through a Regulation Crowdfunding offering open to the general public. DealMaker Securities LLC, the SEC-registered intermediary for the raise, is conducting the offering, with a minimum investment of $250.

For readers who have wanted to invest in a sportswear startup but assumed the door was closed to anyone outside venture capital, the mechanics here are deliberately different. The minimum commitment is $250, and the offering is available to residents of all fifty states, the District of Columbia, and the US territories. Accredited Canadian and non-US investors are also accepted. Full terms and risk factors are set out in the company's Form C, filed with the SEC and available on EDGAR, and at invest.flowsociety.com.

A Brand People Already Wear

Flow Society built its following the slow way. Youth and high school players came to know the brand as lacrosse apparel defined by bold prints, colorful shorts, and performance fabrics that read as streetwear off the field. That aesthetic carried into hockey, baseball, soccer, tennis, and pickleball—one visual language across all of them. Big Idea Brands, LLC owns the brand and sells through its own site, Amazon, sporting goods retailers, and specialty stores.

Flow Society Authentic Gear Inc. is the newer entity built on top of that brand. Incorporated in Nevada in December 2025, it holds a perpetual license to the Flow Society trademarks under a cooperation agreement with Big Idea Brands, LLC that entitles the parent company to a share of wholesale gross revenue. It operates as a custom apparel and collaboration business: designing and producing exclusive collections with influencers, musicians, athletes, and cultural partners, and outfitting teams, schools, camps, leagues, and town programs. The company signed 11 collaboration and design agreements in the first quarter of 2026, before the offering opened.

"We are not asking anyone to imagine the product," said Seth Prezioso, Chief Executive Officer and co-founder. "The brand is already out there. What we are building now is the division that turns that into collaborations at scale. How the proceeds of this raise are allocated is set out in full in our Form C, and I would rather people read it there than take my summary of it."

Equity First, Perks Second

The offering has five tiers, each buying the same class of stock. A $250 commitment buys shares in the company along with signature Flow shorts, limited-edition socks, and access to an investor Discord. Higher tiers add a Founders Wall listing, investor events, lifetime product discounts, and bonus shares that increase the number of shares an investor receives. Current tier terms are set out in the Form C.

According to the company, that structure is the point. Low minimum startup investment is still unfamiliar to people who follow a brand rather than a stock ticker, and the tier system is designed to make the first

step clear.

“Flow has always been a community brand,” said Jonathan Mayer, President and co-founder. “Opening ownership at $250 is consistent with that. It is not a loyalty program with a share attached; it is real equity, with all the risk that it carries, and we would rather be plain about both halves of that sentence.”

Terms and Risk

The shares are subject to a one-year resale restriction under Regulation Crowdfunding. The company has a limited operating history and no revenue to date. The company will pay a majority of the net proceeds of the offering to its parent, Big Idea Brands, LLC, as a one-time fee, as described in the use of proceeds. Prospective investors should read the Form C, including the risk factors, in full before committing.

Investors can review the offering and invest in Flow Society Authentic Gear Inc.

Legends and Contact

FORWARD-LOOKING STATEMENTS: This release contains forward-looking statements relating to the company, its business plan and strategy, and its industry. Words such as “estimate,” “project,” “believe,” “anticipate,” “intend,” and “expect” identify forward-looking statements. These statements reflect management’s current views and are subject to risks and uncertainties that could cause actual results to differ materially. Readers are cautioned not to place undue reliance on them. Any projections regarding anticipated financial or operational performance are hypothetical, are based on management’s estimates, and have not been reviewed by independent accountants.

Equity crowdfunding investments in private placements, and start-up investments in particular, are speculative and involve a high degree of risk, and those investors who cannot afford to lose their entire investment should not invest in start-ups. Companies seeking startup investment through equity crowdfunding tend to be in earlier stages of development, and their business model, products and services may not yet be fully developed, operational or tested in the public marketplace. There is no guarantee that the stated valuation and other terms are accurate or in agreement with the market or industry valuations. Further, investors may receive illiquid and/or restricted stock that may be subject to holding period requirements and/or liquidity concerns. CLIENT NAME has filed a Form C with the Securities and Exchange Commission in connection with its offering, a copy of which may be obtained here:
https://www.sec.gov/Archives/edgar/data/0002124987/000187285626000183/flowsocietyformc.pdf

DealMaker Securities LLC, a registered broker-dealer and member of FINRA | SIPC, located at 30 East 23rd Street, 2nd Floor, NY, NY 100102, is the Intermediary for this offering and is not an affiliate of or connected with the Issuer. Please check our background on FINRA's BrokerCheck. DealMaker Securities LLC does not make investment recommendations. DealMaker Securities LLC is NOT placing or selling these securities on behalf of the Issuer. DealMaker Securities LLC is NOT soliciting this investment or making any recommendations by collecting, reviewing, and processing an Investor's documentation for this investment. DealMaker Securities LLC conducts Anti-Money Laundering, Identity, and Bad Actor Disqualification reviews of the Issuer, and confirms they are a registered business in good standing. DealMaker Securities LLC is NOT vetting or approving the information provided by the Issuer or the Issuer itself. Contact information is provided for Investors to make inquiries and requests to DealMaker Securities LLC regarding Regulation CF in general, or the status of such investor’s submitted documentation, specifically. DealMaker Securities LLC may direct Investors to

specific sections of the Offering Circular to locate information or answers to their inquiry but does not opine or provide guidance on issuer-related matters.

About Flow Society Authentic Gear Inc.

Flow Society Authentic Gear Inc. is the custom apparel division of Flow Society (flowsociety.com), a sportswear and lifestyle brand known for lacrosse-inspired athletic wear. The company designs and produces custom collections for teams, schools, organizations, and cultural collaborators. Headquartered in Union City, New Jersey, the company is currently conducting a Regulation Crowdfunding offering through DealMaker Securities LLC.

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