From Customer to Shareholder: How Reg CF Is Rewriting the Relationship Between Brands and the People Who Wear Them

Flow Society Authentic Gear Inc. joins a growing group of consumer brands using Regulation Crowdfunding to open ownership to their own communities

Union City, New Jersey Nov 12, 2026 (Issuewire.com) - For most of the last century, people who loved a brand had only one way to express it: buy the product. Owning a piece of the company was reserved for founders, venture funds, and accredited investors. Regulation Crowdfunding changed the legal plumbing behind that assumption, and consumer brands are increasingly using it.

Regulation Crowdfunding, usually shortened to Reg CF, took effect in 2016 under the JOBS Act. It permits a US company to raise up to $5 million in any twelve-month period from investors of any income level, provided the raise runs through a single SEC-registered funding portal or broker-dealer, and the company files a Form C disclosing finances, risks, ownership, and intended use of proceeds. Those filings are public on EDGAR, which means a Reg CF investing decision can be checked against primary documents rather than a pitch deck.

Why Consumer Brands in Particular

The exemption has proved a natural fit for brands with communities rather than customer lists. A regulation crowdfunding investment campaign reaches people who already know the product, lowering the cost of explaining the business and turning marketing spend and investor outreach into the same activity. It also builds a shareholder base with a reason to care beyond the share price.

The trade-off is disclosure. A Reg CF issuer publishes financial statements, related-party arrangements, competitive weaknesses, and a long list of risk factors, including the material that a private company would normally never show. For a brand accustomed to controlling its image, that is a real cost, and it is why the format rewards companies willing to be examined.

Sports Apparel Equity Crowdfunding in Practice

Flow Society Authentic Gear Inc., the custom apparel division of the sportswear brand Flow Society, is running a Reg CF offering through DealMaker Securities LLC, the SEC-registered intermediary for the raise. The minimum commitment is $250, and the offering is open to the public in all fifty states, the District of Columbia, and the US territories.

The company's own filings illustrate the disclosure point. Flow Society Authentic Gear Inc. was incorporated in Nevada in December 2025, has two employees, and had no revenue in its first partial fiscal year. It pays its parent company a share of wholesale gross revenue under a licensing and cooperation agreement, and the filing further discloses that the majority of the offering's net proceeds will be paid to that same parent company as a one-time fee. All of it sits in the Form C, alongside the brand history and the collaboration agreements the company signed in early 2026.

"This only works if you are willing to be read," said Seth Prezioso, Chief Executive Officer and co-founder of Flow Society Authentic Gear Inc. "Everything about this company, including the parts we would rather not advertise, is in a public filing. Anyone considering this should go read it before they read anything we write."

What Has Not Changed

Equity crowdfunding for beginners carries the same risk profile as for anyone else; the format's convenience doesn't change that. Reg CF securities are not publicly traded; they generally carry a one-year resale restriction, early-stage companies fail at high rates, and investors can lose their entire commitment. Non-accredited investors are also subject to annual limits across all Reg CF offerings, calculated from income and net worth.

The SEC does not pass on the merits of any Reg CF offering, and a registered intermediary's involvement is not an endorsement of the issuer. The judgment remains the investor's.

Details of the Flow Society offering, including the Form C and its risk factors, are available at invest.flowsociety.com.

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

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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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