From Fans to Owners: Flow Society Authentic Gear Opens Apparel Brand Equity Crowdfunding With Tiered Investor Rewards

The custom apparel division is offering shares from $250 alongside investor rewards, and states plainly that the rewards are not the investment

Union City, New Jersey Nov 23, 2026 (Issuewire.com) - The phrase “invest in a brand you love” would have meant nothing a decade ago. Loving a brand meant buying from it. Ownership was a separate activity, conducted by people with accredited investor status and a minimum check size.

Regulation Crowdfunding dismantled that separation. A US company can now raise up to $5 million in a twelve-month period from investors of any income level, provided it files a Form C with the SEC and runs the raise through one registered intermediary. Consumer brands have been among the most enthusiastic users of the exemption, for a reason that is more practical than sentimental: their customers already understand the product, which removes the hardest part of explaining the business.

Flow Society Authentic Gear Inc., the custom apparel division of the sportswear brand Flow Society, is running one such offering through DealMaker Securities LLC, the SEC-registered intermediary for the raise. The minimum investment is $250.

What Investor Rewards From an Apparel Brand Actually Are

Apparel brand equity crowdfunding has produced a common pattern: tiered perks alongside shares. Flow Society’s offering follows it. Alongside the shares, tiers include signature Flow shorts and limited-edition socks, access to an investor community, a Founders Wall listing, invitations to investor events, lifetime product discounts, and, at higher tiers, bonus shares.

That last item deserves explanation, because investors most often misread it. Bonus shares are not a perk in the sense a hoodie is. They are additional equity, which means the stock you receive per dollar committed isn't identical across tiers, a reward structure that changes the economics of the investment, not just the experience.

The rest genuinely are perks. An investor rewards apparel brand program can make ownership feel tangible, which a community brand can reasonably want. But a discount code isn't a return, event access isn't liquidity, and no amount of merchandise reduces the risk of the underlying security. Anyone whose decision is being carried by the rewards should take that as a signal to stop and read the filing.

Why Apparel Brand Equity Crowdfunding Appeals to Community Brands

Flow Society sells bright colors and bold graphics for players who do not want to blend in, and describes itself as “more than gear.” The brand started in lacrosse and expanded into hockey, baseball, soccer, tennis, and pickleball, growth the company largely attributes to players carrying it there themselves.

The entity raising money is newer and smaller. Flow Society Authentic Gear Inc. incorporated in Nevada in December 2025 and licenses the Flow Society trademarks from its parent, Big Idea Brands, LLC, under an agreement that gives the parent a share of wholesale gross revenue. It has two employees, no revenue to date, and had not commenced principal operations as of its most recent filing. It signed 11 collaboration and design agreements in the first quarter of 2026.

For anyone weighing how to invest in early-stage consumer brands, that distinction is the whole exercise: the affection attaches to the parent brand, the shares attach to the division.

“If someone looks at this because they already own four pairs of the shorts, that is a fine reason to start looking,” said Jonathan Mayer, President and co-founder. “It is not a reason to finish looking. Read the filing, decide whether you can afford to lose the money, and only then decide whether you like us enough.”

What to Check Before You Invest in Early-Stage Consumer Brands

Four questions settle most of it. Which legal entity is issuing the shares, and is it the brand you recognize or a newer company licensing its name? Where do the proceeds go, and how much of them reach the issuer itself? What class of share is being sold, and does it carry voting rights? And how long must the money stay in — the Reg CF resale restriction is one year, but the absence of a public market usually makes the real horizon far longer. Every one of those answers sits in the Form C.

Offering Terms and Risk Factors

The shares are subject to a one-year resale restriction under Regulation Crowdfunding. They have no public market, and one may never develop; returns, if any, would depend on an acquisition, an IPO, or another liquidity event that may take years or never occur. The company set the valuation itself; it is not based on its financial results and was not independently appraised. A majority of the net proceeds will be paid to Big Idea Brands, LLC as a one-time fee, as set out in the use of proceeds. Investors should be prepared to lose their entire committed amount.

Full terms, perk tiers, and risk factors are in the company’s Form C, filed with the SEC and available on EDGAR, and 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

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.

Media Contact

Invest Flow Society

*********@flowsociety.com

(201) 683 7374

600 Palisade Ave, Suite 213 Union City, NJ 07087

https://invest.flowsociety.com/

Source : Agreed Technologies

See on IssueWire