Youth Sports Apparel Investment Opens to the Public as Flow Society Authentic Gear Launches Reg CF Offering

Flow Society Authentic Gear Inc. is accepting investment commitments from $250 through DealMaker Securities LLC, in a category defined by identity-led buying, built-in replacement cycles, and institutional team orders

Union City, New Jersey Nov 23, 2026 (Issuewire.com) - Youth sports apparel investment used to be a conversation held entirely between brand founders and institutional backers. Regulation Crowdfunding changed who is allowed in the room. Flow Society Authentic Gear Inc., the custom apparel division of the sportswear brand Flow Society, is now accepting investment commitments from the general public through DealMaker Securities LLC, the SEC-registered intermediary for the raise, at a minimum of $250 per investor.

What makes the category interesting to early-stage investors has less to do with any one brand than with how the category behaves.

Why Youth Sports Apparel Investment Attracts Early-Stage Capital

Youth sports apparel sits at an unusual intersection. Two people decide every purchase: a parent who pays for durability and fit, and a player who chooses for identity. A brand that satisfies only one of them does not get bought twice.

The category also has a replacement cycle built into it. Children outgrow gear, seasons overlap, and one household may be outfitting several athletes across several sports. Flow Society's catalog shows the spread — shorts, hoodies, joggers, socks, and backpacks across nine sport categories.

Then there is the team order. Schools, clubs, camps, and rec programs buy in volume, on a calendar, and tend to stick with a supplier once they settle on a design and fit. For anyone weighing how to invest in early-stage consumer brands, that combination (identity-led choice, built-in repeat purchase, and institutional buyers on a cycle) is the structural argument for the category.

What Sports Apparel Equity Crowdfunding Does Not Guarantee

None of that makes any individual company a good investment, and investors evaluating sports apparel equity crowdfunding should hold the two questions apart. Apparel is seasonal, trend-sensitive, and inventory-heavy. Demand is discretionary and falls when household spending tightens. Production is typically overseas and exposed to tariffs, shipping delays, and input costs. Established competitors in athletic apparel hold far greater financial, marketing and distribution resources than any early-stage entrant.

Those are not hypotheticals raised by critics. They appear, in those terms, in the risk factors of the company's own Form C.

Inside One Live Offering: Flow Society Authentic Gear Inc.

Flow Society began in lacrosse, where bold prints and colorful shorts found an audience among youth and high school players, and the aesthetic carried across into other sports. The parent brand describes itself as "more than gear" — a movement built on, in its own words, "swag that builds teams, style that

builds confidence, gear that builds community.”

Flow Society Authentic Gear Inc. is a separate and much newer entity built on top of that brand. Incorporated in Nevada in December 2025 and owned by Big Idea Brands, LLC, it licenses the Flow Society trademarks under an agreement that entitles its parent to a share of wholesale gross revenue. It designs exclusive collections with cultural partners and outfits teams, schools, camps, and community programs, and signed 11 collaboration and design agreements in the first quarter of 2026.

Investors considering whether to invest in a youth sports apparel brand through this offering are backing a newly formed division with a license to an established name, not the established name itself.

“The brand has close to two decades of head start, and this division does not,” said Seth Prezioso, Chief Executive Officer and co-founder. “Anyone looking at this should read the Form C before they read our marketing, including the parts of it we would rather not advertise.”

How to Invest in Early-Stage Consumer Brands Through Reg CF

The mechanics are the same for every Reg CF offering. An investor commits through the registered intermediary conducting the raise, at or above the issuer’s stated minimum. Funds are held in escrow until closing. Commitments can be canceled for any reason up to 48 hours before the relevant deadline. Non-accredited investors are subject to annual limits across all Reg CF offerings, calculated from income and net worth. Every issuer’s Form C is public on EDGAR and should be read in full first.

Offering Terms and Risk Factors

The minimum investment is $250. The shares are subject to a one-year resale restriction under Regulation Crowdfunding. There is no public market for the shares, and one may never develop. The company set its valuation; it is not based on its financial results, and it 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 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

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About Flow Society Authentic Gear Inc.

Flow Society Authentic Gear Inc. is the custom apparel division of Flow Society , 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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