SEC Form 4

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

☐ Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934

or Section 30(h) of the Investment Company Act of 1940

☐ Check this box to indicate that a transaction was made pursuant to a contract, instruction or written plan for the purchase or sale of equity securities of the issuer that is intended to satisfy the affirmative defense conditions of Rule 10b5-1(c). See Instruction 10.

1. Name and Address of Reporting Person *	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
LONG CIARAN JOSEPH	A.K.A. BRANDS HOLDING CORP. [AKA]	Director / 10% Owner / X Officer (give title below) / Other (specify below)
(Last) (First) (Middle)	3. Date of Earliest Transaction (Month/Day/Year)	CHIEF EXECUTIVE OFFICER
100 MONTGOMERY STREET, SUITE 2270	11/01/2026	
(Street)	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line)
SAN FRANCISCO CA 94104		X Form filed by One Reporting Person / Form filed by More than One Reporting Person
(City) (State) (Zip)		

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock, $0.001 par value per share	11/01/2026		M		1,458(1)	A	$10.18(2)	114,186(3)	D	
Common Stock, $0.001 par value per share	11/01/2026		F(4)		524	D	$10.18(2)	113,662	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Restricted Stock Units	(1)	11/01/2026		M			1,458	(1)	(1)	Common Stock, $0.001 par value per share	1,458	(1)	22,188	D	

Explanation of Responses:

1. Each Restricted Stock Unit ("RSU") was issued under the a.k.a. Brands Holding Corp. 2021 Omnibus Incentive Plan (the "Plan") and represents a contingent right to receive one share of common stock, par value $0.001 per share (the "Shares"), of a.k.a. Brands Holding Corp. The reporting person's RSUs were granted on June 18, 2025 and vested on November 1, 2026.

2. The price reported in Column 4 is the closing price of the Issuer's common stock on the New York Stock Exchange on November 1, 2026.

3. Includes performance-based restricted stock units issued under the Plan, each representing a contingent right to receive one share of the Issuer's common stock, par value $0.001 per share. The 20,000 shares that were granted on May 15, 2024 and vested on April 1, 2025. The closing price of the Issuer's common stock on the New York Stock Exchange on April 1, 2025 was $15.18 per share. Of the 20,000 shares that vested, 6,873 shares were withheld by the Issuer to satisfy tax withholding obligations in connection with such vesting. The withholding of such shares was not an open-market transaction.

4. Shares withheld by the issuer to satisfy tax withholding obligations upon vesting of restricted stock units; not an open-market transaction.

Remarks:

/s/ Ciaran Long — 11/03/2026

** Signature of Reporting Person — Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, *see* Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.