

Scott Mendelson



Scott Mendelson, a Founding Member of World Alliance Group (WAG), boasts an extensive career in the fashion industry, encompassing diverse roles in sales, marketing, merchandise planning, brand development, acquisition due diligence, financial analysis, and business operations. Before co-founding WAG, Scott served as President and CEO of Joan Hansen & Company (JHCO), North America's pioneer fashion licensing agency, representing globally recognized brands such as Christian Dior, Emilio Pucci, Giorgio Armani, Givenchy, Paloma Picasso, Gant, Joseph Abboud, and many others.

Scott's entrepreneurial endeavors continued as he entered into a joint venture with Alfilo WFC in 2011 to structure and manage equity-linked and IPO-backed licensing programs for American and European fashion and lifestyle brands seeking expansion into Asia and Brazil. In 2013 he founded JAVI, a successful streetwear brand that is currently retailed in prominent outlets worldwide, including Finish Line, Snipes, DTLR, and various department and specialty stores. In 2016 he founded JHCO Mianye, forming a joint venture with Claw Money (aka Claw), one of the most prolific graffiti artists in history. In 2017, he established Shut Pacific Partners for a joint venture with the founders of Zoo York, the iconic NYC skateboard lifestyle brand founded in 1986. In 2018, Scott established Brandzstorm USA to become the Master Licensee of Kenneth Cole in India, in addition to serving as a global supply chain manufacturer for multiple product categories for licensees and distributors worldwide. In the same year, Scott collaborated with WAG's Korean partner to acquire the Master License for Nautica in South Korea, one of the most recognized classic American lifestyle brands globally.

Scott received his Bachelor of Science in Business Administration, with Concentration in Finance, from Boston University and CTA Degree, with concentration in Database Application Development and Design, from Columbia University. Scott has concluded numerous high-profile licensing transactions, including sales of privately held business, divestitures for private companies, mergers, and financing. Scott has developed an expertise in assisting companies restructure troubled operations. Whether involved in a license or franchise, or acquisition or divestiture, or raising debt or equity for a client, or assisting in turning around a troubled business, he has helped put companies back on solid ground through a variety of possible solutions while assisting the clients' banks, factors, attorneys, and accountants.

Scott thinks at the highest strategic levels and has an accomplished track record and perspective. Scott thrives in environments where he can bring cross-functional interests together to accomplish complex and integrated objectives. He has been a guest speaker at licensing-related seminars in Hong Kong, mainland China, and the USA. Scott resides in Westchester, New York, with his wife and 3 children.