

# SHSelection

Creating and Supporting Retail & Brands

## Companybackground SHSelection [www.shselection.com](http://www.shselection.com)

*More than 40 years successfully focusing on innovative international Retail & Retail Real Estate*

### SHSelection

- is an international operating consulting company.
- is in charge of innovative worldwide operating Retail- (int.expansion), Lifestyle- and entertainment companies as well as Boarding Houses and Boutique Hotels.
- is creating and realising Utilization Concepts for Cities, Owners and Developers.
- is member of the consultative committee of **MAPIC - Reed MIDEM**, France.
- is member and speaker of **ICSC**, USA.
- is member of **Procos/Eurelia**, Paris France
- is member of German Shopping Center Council (**GCSC**), Germany.
- is member of the German Institute **URBANICOM**, Germany.
- is Jury member and adviser of **World Retail Congress**
- is member of the jury of the yearly award "Store of the year" from the German Retail Association (HDE) as well as the WRC Awards
- is benefitting from the advantages of a strong network in the Retail and Retail Real Estate business worldwide – focussing on Casual – Lifestyle – Luxury
- Innercity Development – Activation and Realisation of Innercity Developments

### ***SHSelection Services:***

#### **Retail Expansion & Real Estate Development**

With gained knowledge and connections SHSelection is able to provide clients with creative solutions on a local, national or international basis for their Retail Business. SHSelection is working with high experienced professionals to provide Architectural and Technical work, Brokerage, Project Leasing, Legal, Staff Recruitment, Owner and Tenant Representation, Redevelopment and Strategic Consulting.

SHSelection provides professional exclusive Agency Leasing activities for it's clients. SHSelection works to build a long term business relationship with its clients, earning loyalty through results.

**SHSelection always working with max 3 not conflicting projects at once to achieve best results for his customers.**

### **International Retail Expansion**

As tenant representatives SHSelection provides clients the following A-Z Services: Company Foundation, Management, Logistics, Legal Service, Staff Recruitment, Turn Key Services, Lease and Purchase Acquisition, Market Analysis and Feasibility Studies, Renegotiation of existing Lease Obligations, Strategic Site Selection, Demographic and Mapping Services, Build Out and Occupancy Services.

### **Creation and Realisation of Utilisation Concepts for Owner/Developer of Retail Real Estate**

As owner representatives SHSelection is offering a wide range of services including: Strategic Planning, Development Consulting, Redevelopment Strategies, Rent Valuation, Leasing and Property Sales.

### **Brand- and Business Development**

SHSelection has more than 40 years experience in Brand Development, specialising in Fashion, Shoe, Sport, Cosmetics, Furniture and Lifestyle brands. Further 15 years Brand Development strategies have become a key business for SHSelection, especially within the Retail Real Estate Property Market for Shopping Center and City Developments. SHSelection provides A to Z services to establish product brands or retail brands in international markets. SHSelection also concentrates on the Redevelopment and Revitalising of Retail Operations, Real Estate Opportunities and City Development. SHSelection understands and develops intensively cooperation and innovative models combining click & brick activities.

### **Merger & Acquisitions- Franchise and Licences - Partnerships**

SHSelection provides services for companies looking for national or international Partners.

### **Marketing**

SHSelection has been specialising in various marketing fields for more than 40 years. SHSelection cooperates with selected partners to assist Product and Service Development, Distribution and Sales Activities, optimise sales conditions and organise Promotion and Communication. In assisting companies to achieve the projected goals SHSelection provides strategic marketing research, and uses all possible tools in the implementation and supervising of all related steps to achieve the best results. E-commerce in combination with High Street Retail and Shopping Centre Development is part of Retail and Brand activities SHSelection is providing.

### **Promotions**

SHSelection is specialised in communicating and projecting the "Heart and Soul" into a product, consumer or Real Estate site by using high professional partners in Promotions and Communication. SHSelection has an extensive knowledge of, and connections within, the international sports, music, TV celebrities and entertainment fields and is very experienced in mounting exhibitions and events to promote brands and show products.

# Planning, Cooperation, Creation and Realisation of Utilisation Concepts for Owner/Developer (some references)

## National:



Quartier am Tacheles, Berlin ( Project )



Haus Cumberland, Berlin, Project



Quartier 206, Berlin, Adviser



Alexa, Berlin, Study, Adviser



MyZeil, Frankfurt, Adviser



Bikini, Berlin, Adviser





Stadtwerk, Frankfurt (Project)



VOLT Berlin 2015, Utilization Mix, Adviser



Maedler Passage, Leipzig, Adviser



Stubengassen, Münster, Project



Kaufmannshaus, Hamburg, Project



O 2 Arena Areal, Berlin - (Project)  
- Anschutz Entertainment Group -

## Cooperation, Consultancy of Utilisation Concepts for Owner/Developer (some references)

### International:



Paris Rive Gauche, Paris , Project



Domus, Paris



Rivetoile, Strasbourg, Adviser



Dubai Festival City, Dubai, Adviser



Yas Island, Abu Dhabi, Adviser  
Cooperation with Lunson&Mitchenall, UK



Designopolis, Cairo - Egypt, Adviser



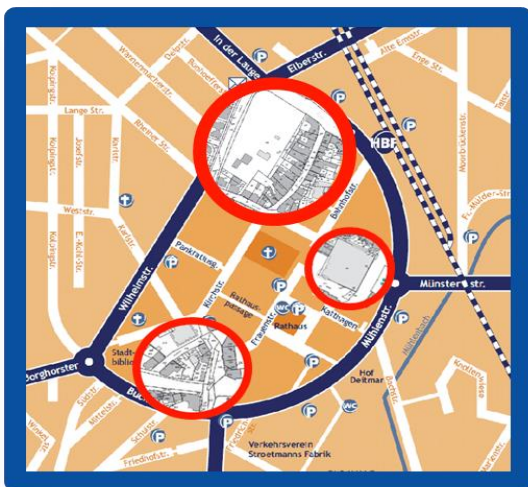
## Inner City Activities, Adviser



Aachen Old Town – project related trend study 2014 / 2016



Münster Hansetor – Mainstation – project related Trend Study 2016



Emsdetten 2013 – Activation Process of Inner City

## **Brand- and Business Development 1970 – YTD (some references):**

- Armani – Italy, - Retail expansion
- Barranti - Leather, Italy Distribution
- Bassetti - Home and Fashion, Italy- Brandbuilding
- Benetton Sportssystem - Benetton Group, Italy -North European Distribution
- Bestseller – Italy, Retail expansion
- Blue Heart - Shoes, USA European - Distribution
- Blue Marlin - Sportsfashion, Italy- Distribution
- Body Glove - Beach and Sportsfashion, USA - European Distribution
- Brookfield - Fashion, Italy – DACH Distribution
- Campo Marzio, Italy – German Distribution
- Coach – Europe – Study DACH
- Converse - Shoes, USA – Rebuilding of Converse
- Dash - Fashion, UK - Retail expansion
- Dimensione Danza - Sports- and Dancewear, Italy - Distribution
- Dior – Germany, France - Retail distribution
- EB Games – Games Stop, USA – Retail expansion Germany
- Ellesse - Sportsfashion, Italy – Brandbuilding (from scratch)
- Enrico Coveri - Designer Sports Fashion, Italy - Brandbuilding
- Eugen Bruetting - EB - Sportshoes and Fashion, Brandbuilding (from scratch)
- Patrick Ewing - Sportsfashion, USA Distribution & Brandbuilding
- Forever 21 – Europa Study German Retail expansion
- Gitanjali Group, India – Study European Expansion
- Gucci – France – Retail Expansion
- Habitat - Living and Home, France – Retail Expansion Germany
- Hi-Tek Design Group, UK – Brandbuilding and Distribution
- Icarus - Sportswear, Italy – Brandbuilding & Distribution
- Invicta - Bags and Sportsfashion, Italy – Distribution DACH
- Induyco - El Corte Ingles Group, Spain – Retail Expansion
- James Bond - Fragrances and Shoes, UK – Distribution, Licence
- Jazz - Fashionshoes, USA – European Distribution
- Jesus Jeans - Sportswear, Italy – German Distribution
- Jil Sander – Germany – Retail Expansion
- Joop – Germany – Retail Expansion
- Kappa - Sportswear, Italy – Brandbuilding and Distribution
- Karstadt - Department Stores, Germany – Development of 1<sup>st</sup> K Sport Store
- LOIS denim, Netherland / Spain – DACH Distribution
- Lumberjack - Shoes, Italy – DACH Distribution
- LVMH, France - Retail expansion
- Madras - Shoes, Italy – DACH Distribution & Brandbuilding from scratch
- Media-Saturn – Germany, China –Retail Expansion Shanghai
- Meeting Due - Sportfashion, Italy – DACH Distribution
- Mito - El Corte Ingles Group/Induyco, Spain –Brand Building and Distribution
- Mossimo - Sportsfashion, USA – Licence Europe and Asia
- Muji - No Frills Products, Japan – Retail expansion

- **FF. Brand- and Business Development 1970 – YTD (some references):**

- Nordica – Ski and Fashion, Italy – Brandbuilding and Distribution from scratch
- Otto Group, Germany – Retail expansion and JV Cooperation
- Peperone - Fashion, Italy – DACH Distribution
- Pepe Jeans - Fashion, Spain – Retail Expansion
- Pony - Sportshoes and Fashion, UK and USA – Brandbuilding & Distribution
- Robe Di Kappa - Fashion, Italy – Brandbuilding & Distribution
- Rowland Brothers and W.J. Habott - Shoes, Italy - Brandbuilding & Distribution
- Sephora - Cosmetics, France – Retail Expansion
- Sevyolor - Sportproducts, France - Distribution
- Skechers - Shoes, USA – Retail expansion Europe
- Sport Billy - Kids Soccer Fashion, Germany – Licence worldwide
- Uniqlo – Japan – Study German Retail Expansion
- Studio Paolo - Fashionshoes, USA – European Distribution
- The Phone House - Mobilephone Company, Germany - Retail expansion (Subsidiary of Carphone Warehouse U.K./ BEST BUY)
- Tintoretto - Fashion, Induyco, El Corte Ingles Spain - Retail expansion
- Tom Tailor, Germany \_Retail expansion Scandic
- Unisport - Tenniswear, Germany Brandbuilding & Distribution
- Uno de 50, Spain – Retail expansion
- Via Spiga - Fashionshoes, USA - Brandbuilding & Distribution
- TIGER – DK - US Study

***Partners***

German Trade Association – Adviser & Jury member Store of the Year

[www.hde.de](http://www.hde.de)

GCSC, Germany - Member

[www.gcsc.de](http://www.gcsc.de)

ICSC, USA - Member & Speaker

[www.icsc.org](http://www.icsc.org)

Mapic, France - Consultative Committee

[www.mapic.com](http://www.mapic.com)

Urbanicom, Germany - Member

[www.urbanicom.de](http://www.urbanicom.de)

Procos, France - Member

[www.procos.fr](http://www.procos.fr)

managementforum (Handelsblatt) – Consultative Committee, Adviser

[www.managementforum.com](http://www.managementforum.com)



**Contact:**

SHSelection  
Retail & Retail Real Estate Consultants  
CEO: Wolf Jochen Schulte - Hillen

Westfalenring 4  
48366 Laer near Muenster/Duesseldorf  
Germany

E-Mail: [info@shselection.com](mailto:info@shselection.com)

[www.shselection.com](http://www.shselection.com)

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