

SHSelection

Creating and Supporting Retail & Brands

COMPANY PROFILE | April 2026

About SHSelection

SHSelection was founded in 1972 by Wolf Jochen Schulte-Hillen — initially as a sales company, later evolving into a full international consultancy. With more than 50 years of continuous activity in retail, brand development and real estate, SHSelection combines rare depth of experience with a global specialist network.

Founded

Year founded	1972
Consultancy since	1996
Founder	Wolf Jochen Schulte-Hillen (Jurist & Kaufmann)
Background	Olympic athlete — nominated for 1,500m, Mexico 1968
Athletic record	Co-holder of oldest German relay record 3×1,000m (7:01.01 min, set 1966)
Focus	International Retail Expansion, Brand Development, Real Estate
HQ	Germany Global operations

What We Offer

SHSelection works exclusively with its clients over extended periods, delivering measurable results. The firm operates as a full-service partner — from strategy through execution.

Retail & Real Estate Expansion

Full A–Z support for international market entry and expansion: company formation, market analysis, feasibility studies, leasing, acquisition, lease renegotiation, management, logistics, legal advisory, HR recruitment, and turn-key project delivery.

Utilisation Concept Development

Strategic planning, development advisory, tenant evaluation, leasing and ownership sales for urban and inner-city mixed-use properties. Exclusive focus on urban development contexts.

Brand & Business Development

Over 50 years of brand-building expertise across fashion, footwear, sport, cosmetics, home and lifestyle — both online and offline, including phygital retail formats and AI-powered retail solutions (active since 2017).

Mergers & Acquisitions

Identification and brokering of national and international partnerships, with ongoing advisory support beyond deal closure.

Marketing & Promotions

Full-service event and promotions consultancy leveraging a long-standing network in sport, music, TV and entertainment.

Autonomous Stores & AI-Retail

Since 2016, SHSelection has been advising on frictionless store technology and AI-driven retail formats. Active mandates in autonomous store development and AI-managed fridge solutions continue today.

Industry Memberships & Roles

- Advisory Committee Member, MAPIC – Reed Midem, France (20 years)
- Member & Speaker, ICSC, USA (since 1994)
- Member, French Retail Association PROCOS
- Member, GCSC – German Council of Shopping Centers
- Founding Member, Retailp.com – European Retailer & Developer Database, France
- Member, URBANICOM, Germany
- Ambassador, Adviser & Jury Member, World Retail Congress (from founding)
- Adviser, Retail Summit Dubai & UAE
- Jury Member, GCSC European Innovation Award REBOOT 2020
- Founder, Initiator & Jury Member, 'Store of the Year' at Deutscher Handelsimmobilientag / HDE (20+ years)

Selected Client References

Retail International Expansion

Brand	Category
Benetton Sportsystems	Sports & Fashion, Italy
Bo Concept	Living & Home, Denmark
EB Games	Games, USA
Habitat	Living & Home, France
Muji	No Frills Lifestyle, Japan
Pepe Jeans	Fashion, Spain
S.Oliver (France)	Fashion, Germany
Sephora	Cosmetics & Wellbeing, France
Skechers	Shoes, USA
The Phone House	Mobile, Germany
Zara / Inditex	Fashion, Spain

Brand & Business Development (Selection)

Barrantani · Bassetti · Benetton Sportsystem · Blue Marlin · Body Glove · Brookfield · Converse · Dimensione Danza · Ellesse · Enrico Coveri · Forever 21 · Habitat · Invicta · Jesus Jeans · Kappa · Karstadt · Lumberjack · Madras · Mossimo · Muji · Nordica · Otto Group · Patrick Ewing · Pepe Jeans · Pony · Robe di Kappa · Sephora · Skechers · Studio Paolo · The Phone House · Tintoretto · Uniqlo · Via Spiga · Zara / Inditex · and many others

Real Estate Projects — Selection

Germany

Project	Period / Role
Quartier am Tacheles, Berlin	2005+ · Project
Quartier 206, Berlin	2000–2007 · Adviser
O2 Arena Areal, Berlin	2004 · Project
Alexa, Berlin	2006 · Adviser
Haus Cumberland, Berlin	2007+ · Project
Berlin Bikini	2013+ · Adviser
VOLT Berlin	2015 · Adviser
MyZeil, Frankfurt	2005–2008 · Adviser
Stadtwerk, Frankfurt	2004+ · Project
Zeilgalerie, Frankfurt	2000+ · Adviser
Kaufmannshaus, Hamburg	2009+ · Project
Mädler Passage, Leipzig	2000+ · Adviser
Stubengassen, Münster	2004–2007 · Project
Hansator, Münster	2017 · Adviser

Bernheimer Palais, Munich	2000+ · Project
Emsdetten, Inner City Activation	2012+ · Adviser

International

Project	Period / Role
Vas Island, Abu Dhabi	2007+ · Adviser
Dubai Festival City, Dubai	2005–2009 · Adviser
Designopolis, Cairo	2008+ · Adviser
New York, SoHo	2015+ · Adviser
Paris Rive Gauche, Paris	2007 · Adviser
Domus, Paris	2006–2008 · Adviser
Rivetoile, Strasbourg	2006–2009 · Adviser
Roppongi Hills, Tokyo	2005 · Adviser

Current Activities (since 2024)

W.J. Schulte-Hillen currently delivers workshops and keynotes for selected clients on the latest developments in international stationary retail, brand-building dynamics, and retail expansion strategy. Active advisory mandates continue in autonomous store technology and AI-managed retail concepts.

Contact

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SHSelection

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