

GERNGROSS Vienna

A shopping hotspot on Vienna's Mariahilfer Straße.



The long-established Viennese property GERNGROSS is situated on Austria's busiest shopping street: Mariahilfer Straße in Vienna. GERNGROSS is one of three former department stores on Mariahilfer Straße. Thanks to its history, it is a popular retail location, which is now operated as a shopping center. It celebrated its 140th anniversary in 2019 and boasts 31,000 square metres of leasable space spread over seven floors. Situated in a high-footfall location on the corner of Kirchengasse and Mariahilfer Straße, with direct access to the U3 underground line, the center offers a wide range of shops featuring over 35 leading brands.

As an urban meeting place in Vienna's 7th district, GERNGROSS is also popular with people who live and work in the surrounding area. In autumn 2010, the long-established department store reopened following a complete refurbishment. In 2014, GERNGROSS's owner, Deka Immobilien, commissioned SES to manage the center. In 2022, MediaMarkt's first 'Tech Village' format in Austria opened on Mariahilfer Straße. Spanning over 5,300 square metres across two sales floors, MediaMarkt showcases all the latest products from the most popular brand manufacturers, exclusive items and a comprehensive range of services. In 2026, Decathlon opened a store within the department store, which is operated as a shopping center.

Address	Mariahilfer Straße 42–48, 1070 Vienna, Austria
Area	31.000 m^2 spread over seven floors
Shops	35
Anchor tenants	Decathlon, Zara, Media Markt, Billa Plus, Bershka, ACTION, dm drogerie markt, Nespresso, Only, Akakiko, Brandauer, RAUWOLF, FITINN, Jack & Jones, Nanu-Nana
Project history	1997: Grand opening of the GERNGROSS City Center; 2010: Reopening following a complete refurbishment; 2014: GERNGROSS owner Deka Immobilien commissions SES with center management
Jobs	400
Parking spaces	350 parking spaces (subject to a charge), GERNGROSS car park open from 00:00 to 24:00

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