FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB AF	PR	OVAL
OMB Number:		3235-02
1 –		

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

OMB Number:	3235-0287							
Estimated average burden								
hours per response:	0.5							

1. Name and Address of Reporting Person* Randall Richard P					2. Issuer Name and Ticker or Trading Symbol STEVEN MADDEN, LTD. [SHOO]									Check all ap	plicable) ctor	10% Owner		
(Last) (First) (Middle) C/O STEVEN MADDEN, LTD. 52-16 BARNETT AVENUE						3. Date of Earliest Transaction (Month/Day/Year) 08/31/2011											er (specify w)	
				4. If	4. If Amendment, Date of Original Filed (Month/Day/Year)									ne) X Forr Forr	dual or Joint/Group Filing (Check Applicable Form filed by One Reporting Person Form filed by More than One Reporting Person			
			n-Deriv	/ative	Se	curitie	s Acc	quired,	Disp	osed o	of, or	Bene	eficia	ally Own	ed			
1. Title of Security (Instr. 3) 2. Tra			Date	Transaction ate		2A. Deemed Execution Date, if any		Code (3. 4. Securit Transaction Disposed Code (Instr. 5)					nd Secur Benef Owne	ities icially d Following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Ownership	
								Code	v	Amount		(A) or (D)	Price	Trans	action(s)		(Instr. 4)	
Common Stock, par value \$0.0001 per share 08				1/2011				S	1,000)	D	\$3	5 1	15,875			
Common Stock, par value \$0.0001 per share 09/0)1/2011				S		1,000 D		\$3	6 1	4,875	D			
	Ta													y Owned				
Derivative Conversion Date Execut Security or Exercise (Month/Day/Year) if any		Execution if any	Date,	4. Transaction Code (Instr.		of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		Expiration	Expiration Date Month/Day/Year)			Amour		8. Price of Derivative Security (Instr. 5)	derivative Securities Beneficially Owned Following Reported	Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Beneficial Ownership (Instr. 4)	
	(Fiven MADARNETT A SLAND N (S) Security (Institute of the content of the conte	(First) (VEN MADDEN, LTD. ARNETT AVENUE SLAND NY (State) Table Security (Instr. 3) Stock, par value \$0.0001 per security (Instr. 3) 2. Conversion or Exercise Price of Derivative (Month/Day/Year)	(First) (Middle) VEN MADDEN, LTD. ARNETT AVENUE SLAND NY 11104 (State) (Zip) Table I - Nor Security (Instr. 3) Stock, par value \$0.0001 per share Stock, par value \$0.0001 per share Table II - I ((Instr. 3)	(First) (Middle) VEN MADDEN, LTD. ARNETT AVENUE SLAND NY 11104 (State) (Zip) Table I - Non-Deriv Security (Instr. 3) 2. Translate (Month) Stock, par value \$0.0001 per share 09/0 Table II - Derivate (e.g., p 2. Table II - Derivate (e.g., p Conversion or Exercise Price of Derivative (Month/Day/Year) Stock (Month/Day/Year) 3. Transaction Date (Month/Day/Year)	Conversion or Exercise Price of Derivative	(First) (Middle) (VEN MADDEN, LTD. ARNETT AVENUE (State) (Zip) Table I - Non-Derivative Security (Instr. 3) Stock, par value \$0.0001 per share (Month/Day/Year) Stock, par value \$0.0001 per share 09/01/2011 Table II - Derivative Security (e.g., puts, calls of the content of the conte	(First) (Middle) (VEN MADDEN, LTD. ARNETT AVENUE Table I - Non-Derivative Securities (Month/Day/Year) Stock, par value \$0.0001 per share 2. Transaction Date (Month/Day/Year) Table II - Derivative Securities (e.g., puts, calls, warr 2. Transaction Date (e.g., puts, calls, warr (Month/Day/Year) 3. Date of Earlies 08/31/2011 2. Transaction Date (Month/Day/Year) Table II - Derivative Securities (e.g., puts, calls, warr 2. (A) 0 Disport (Direction of Exercise Price of Derivative Security (Month/Day/Year) 2. (A) 0 Disport (Direction of Exercise Price of Derivative Security) 3. Date of Earlies 08/31/2011 2. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) 3. Transaction Date (Month/Day/Year) (Month/Day/Year)	Conversion of Exercise Price of Derivative Security Stock, par value \$0.0001 per share Stock, par value \$0.0001 per	Code Conversion or Exercise of Date or Exercise of Date (Month/Day/Year)	Code Conversion Conversio	(First) (Middle) (First) (Middle) (VEN MADDEN, LTD. ARNETT AVENUE Table I - Non-Derivative Securities Acquired, Disposed of (Month/Day/Year) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of (Month/Day/Year) (Month/Day/Year) Stock, par value \$0.0001 per share Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe security Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe securities Acquired (Month/Day/Year) Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe securities Acquired (Month/Day/Year) Table II - Derivative Securities Acquired, Disposed of (e.g., puts, calls, warrants, options, convertibe securities Acquired (Month/Day/Year) Table II - Derivative Securities Acquired (Month/Day/Year)	STEVEN MADDEN, LTD. SHOO	STEVEN MADDEN, LTD.	STEVEN MADDEN, LTD. SHOO STEVEN MADDEN, LTD. SHOO STEVEN MADDEN, LTD. SHOO STEVEN MADDEN, LTD. SHOO STEVEN MADDEN, LTD. STEVEN	Check all ap X Direct	STEVEN MADDEN, LTD. SHOO STEVEN MADDEN, LTD. SHOO STEVEN MADDEN, LTD. Shoo Show the below STEVEN MADDEN, LTD. Shoo Show the below Show th	STEVEN MADDEN, LTD. SHOO STEVEN MADDEN, LTD. SHOO X Director 10% Officer (give title below) STEVEN MADDEN, LTD. Name of Earliest Transaction (Month/Day/Year) O8/31/2011 STEVEN MADDEN, LTD. Amount of Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible Securities Securities Securities Securities Acquired (Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible Securities	

Explanation of Responses:

/s/ Barry Fried, Attorney-in-Fact for Richard P. Randall

09/20/2011

** 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.