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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549  
SCHEDULE 14A  
(RULE 14A-101)**

**INFORMATION REQUIRED IN PROXY STATEMENT  
SCHEDULE 14A INFORMATION**

**PROXY STATEMENT PURSUANT TO SECTION 14(A) OF THE  
SECURITIES EXCHANGE ACT OF 1934 (AMENDMENT NO. \_\_)**

Filed by the Registrant   
Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material Pursuant to §240.14a-12

**Steven Madden, Ltd.**

(Name of Registrant as Specified in Its Charter)

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

- (1) Title of each class of securities to which transaction applies:
- (2) Aggregate number of securities to which transaction applies:
- (3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):
- (4) Proposed maximum aggregate value of transaction:
- (5) Total fee paid:

Fee paid previously with preliminary materials.

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

- (1) Amount Previously Paid:
  - (2) Form, Schedule or Registration Statement No.:
  - (3) Filing Party:
  - (4) Date Filed:
-

# Your Vote Counts!

STEVEN MADDEN, LTD.

2021 Annual Meeting  
Vote by May 25, 2021  
11:59 PM ET

## STEVE MADDEN

STEVEN MADDEN, LTD.  
ATTN: LISA KEITH  
52-16 BARNETT AVENUE  
LONG ISLAND CITY, NY 11104



D47855-P50169

### You invested in STEVEN MADDEN, LTD. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy material for the stockholder meeting to be held on May 26, 2021.**

### Get informed before you vote

View the Notice and Proxy Statement and 2020 Annual Report on Form 10-K online OR you can receive a free paper or email copy of the material(s) by requesting prior to May 12, 2021. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

#### Smartphone users

Point your camera here and  
vote without entering a  
control number



#### Vote Virtually at the Meeting\*

May 26, 2021  
10:00 AM EDT

Virtually at:  
[www.virtualshareholdermeeting.com/SHOO2021](http://www.virtualshareholdermeeting.com/SHOO2021)

\*Please check the meeting materials for any special requirements for meeting attendance.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends										
<p>1. Election of Directors</p> <p><b>Nominees:</b></p> <table><tbody><tr><td>01) Edward R. Rosenfeld</td><td>06) Peter Migliorini</td></tr><tr><td>02) Al Ferrara</td><td>07) Ravi Sachdev</td></tr><tr><td>03) Mitchell S. Klipper</td><td>08) Robert Smith</td></tr><tr><td>04) Maria Teresa Kumar</td><td>09) Amelia Newton Varela</td></tr><tr><td>05) Rose Peabody Lynch</td><td></td></tr></tbody></table>	01) Edward R. Rosenfeld	06) Peter Migliorini	02) Al Ferrara	07) Ravi Sachdev	03) Mitchell S. Klipper	08) Robert Smith	04) Maria Teresa Kumar	09) Amelia Newton Varela	05) Rose Peabody Lynch		<p>☑ For</p>
01) Edward R. Rosenfeld	06) Peter Migliorini										
02) Al Ferrara	07) Ravi Sachdev										
03) Mitchell S. Klipper	08) Robert Smith										
04) Maria Teresa Kumar	09) Amelia Newton Varela										
05) Rose Peabody Lynch											
<p>2. TO RATIFY THE APPOINTMENT OF ERNST &amp; YOUNG LLP AS THE COMPANY'S INDEPENDENT REGISTERED PUBLIC ACCOUNTING FIRM FOR THE FISCAL YEAR ENDING DECEMBER 31, 2021.</p>	<p>☑ For</p>										
<p>3. TO APPROVE, BY NON-BINDING ADVISORY VOTE, THE EXECUTIVE COMPENSATION DESCRIBED IN THE STEVEN MADDEN, LTD. PROXY STATEMENT.</p>	<p>☑ For</p>										

**NOTE:** In their discretion, the proxies are authorized to vote upon such other business as may properly be presented at the meeting or any adjournments or postponements thereof.

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Sign up for E-delivery".