SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549

SCHEDULE 13D

Under the Securities Exchange Act of 1934

Steve Madden, Ltd. (Name of Issuer)

Common Stock, Par Value \$.0001 (Title of Class of Securities)

556269108 (CUSIP Number)

Arthur Goetchius
300 Park Avenue, 21st Fl., New York, NY 10022 (212) 755-9000
(Name, address and telephone number of person
authorized to receive notices and communications)

December 31, 1997 (Date of event which requires filing of this statement)

If the filing person has previously filed a statement on Schedule 13G to report the acquisition which is the subject of this Schedule 13D, and is filing this schedule because of Rule 13d-1(b)(3) or (4), check the following box $[\]$.

Check the following box if a fee is being paid with the statement []. (A fee is not required only if the reporting person: (1) has a previous statement on file reporting beneficial ownership of more than five percent of the class of securities described in Item 1; and (2) has filed no amendment subsequent thereto reporting beneficial ownership of five percent or less of such class.) (See Rule 13d-7.)

NOTE: Six copies of this statement, including all exhibits, should be filed with the Commission. See Rule 13d-1(a) for other parties to whom copies are to be sent.

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for purposes of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

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13D

CUSIP No. 556269108

NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON EGS Associates, L.P. (2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP ** (a) (b) [X] (3) SEC USE ONLY SOURCE OF FUNDS ** (4)CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS (5) REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) []

CITIZENSHIP OR PLACE OF ORGANIZATION
Delaware

	(7) SOLE VOTING POWER	-0-
SHARES BENEFICIALLY OWNED BY	(8) SHARED VOTING POWER	103,500
EACH REPORTING	(9) SOLE DISPOSITIVE POWER	-0-
PERSON WITH	(10) SHARED DISPOSITIVE POWER	103,500
(11) AGGREGATE AMOUNT BENEFICIAL BY EACH REPORTING PERSON	LY OWNED 103,500
(12) CHECK BOX IF THE AGGREGATE A IN ROW (11) EXCLUDES CERTAIN	
(13) PERCENT OF CLASS REPRESENTE BY AMOUNT IN ROW (11)	1.23%
(14) TYPE OF REPORTING PERSON **	PN

** SEE INSTRUCTIONS BEFORE FILLING OUT! Page 2 of 23 pages

(1) NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON EGS PARTNERS, L.L.C. (2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP ** (a) [] (b) [X] (3) SEC USE ONLY (4) SOURCE OF FUNDS ** 00 (5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) [] (6) CITIZENSHIP OR PLACE OF ORGANIZATION Delaware NUMBER OF (7) SOLE VOTING POWER SHARES BENEFICIALLY (8) SHARED VOTING POWER EACH (9) SOLE DISPOSITIVE POWER REPORTING (10) SHARED DISPOSITIVE POWER (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 3.00% (14) TYPE OF REPORTING PERSON ** IA	
(a) [] (b) [X] (3) SEC USE ONLY (4) SOURCE OF FUNDS ** 00 (5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) [] (6) CITIZENSHIP OR PLACE OF ORGANIZATION Delaware NUMBER OF (7) SOLE VOTING POWER SHARES BENEFICIALLY (8) SHARED VOTING POWER OWNED BY EACH (9) SOLE DISPOSITIVE POWER REPORTING (10) SHARED DISPOSITIVE POWER 251,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 251,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 3.00% (14) TYPE OF REPORTING PERSON **	S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
(4) SOURCE OF FUNDS ** 00 (5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) [] (6) CITIZENSHIP OR PLACE OF ORGANIZATION Delaware NUMBER OF (7) SOLE VOTING POWER SHARES BENEFICIALLY (8) SHARED VOTING POWER 249,300 WINED BY EACH (9) SOLE DISPOSITIVE POWER REPORTING PERSON WITH (10) SHARED DISPOSITIVE POWER 251,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 251,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 3.00% (14) TYPE OF REPORTING PERSON **	(a) []
(5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) [] (6) CITIZENSHIP OR PLACE OF ORGANIZATION Delaware NUMBER OF (7) SOLE VOTING POWER SHARES BENEFICIALLY (8) SHARED VOTING POWER 249,300 OWNED BY EACH (9) SOLE DISPOSITIVE POWER REPORTING PERSON WITH (10) SHARED DISPOSITIVE POWER 251,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 251,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 3.00% (14) TYPE OF REPORTING PERSON **	(3) SEC USE ONLY
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BY EACH REPORTING PERSON 251,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 3.00% (14) TYPE OF REPORTING PERSON **	,
(12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 3.00% (14) TYPE OF REPORTING PERSON **	BY EACH REPORTING PERSON
IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 3.00% (14) TYPE OF REPORTING PERSON **	·
BY AMOUNT IN ROW (11) 3.00% (14) TYPE OF REPORTING PERSON **	
	BY AMOUNT IN ROW (11)

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,	NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON Bev Partners, L.P.
(2)	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP ** (a) [] (b) [X]
(3)	SEC USE ONLY
(4)	SOURCE OF FUNDS ** WC
	CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) []
(6)	CITIZENSHIP OR PLACE OF ORGANIZATION Delaware
NUMBER OF (7) SHARES	SOLE VOTING POWER -0-
BENEFICIALLY (8 OWNED BY) SHARED VOTING POWER 49,500
EACH (9) SOLE DISPOSITIVE POWER -0-
PERSON WITH (1	0) SHARED DISPOSITIVE POWER 49,500
(11)	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 49,500
(12)	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** []
(13)	PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .59%
(14)	TYPE OF REPORTING PERSON ** PN

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(1) NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON JONAS PARTNERS, L.P. (2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP ** (a) [] (b) [X] (3) SEC USE ONLY (4) SOURCE OF FUNDS ** WC (5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) [] (6) CITIZENSHIP OR PLACE OF ORGANIZATION DELAWARE NUMBER OF (7) SOLE VOTING POWER SHARES BENEFICIALLY (8) SHARED VOTING POWER OWNED BY EACH (9) SOLE DISPOSITIVE POWER REPORTING (10) SHARED DISPOSITIVE POWER 37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON ** PN		
(a) [] (b) [X] (3) SEC USE ONLY (4) SOURCE OF FUNDS ** WC (5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) [] (6) CITIZENSHIP OR PLACE OF ORGANIZATION Delaware NUMBER OF (7) SOLE VOTING POWER SHARES BENEFICIALLY (8) SHARED VOTING POWER OWNED BY EACH (9) SOLE DISPOSITIVE POWER REPORTING PERSON WITH (10) SHARED DISPOSITIVE POWER 37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45%		S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON
(4) SOURCE OF FUNDS ** WC (5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) [] (6) CITIZENSHIP OR PLACE OF ORGANIZATION Delaware NUMBER OF (7) SOLE VOTING POWER SHARES BENEFICIALLY (8) SHARED VOTING POWER 37,500 EACH (9) SOLE DISPOSITIVE POWER REPORTING PERSON WITH (10) SHARED DISPOSITIVE POWER 37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **		(a) []
WC (5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) [] (6) CITIZENSHIP OR PLACE OF ORGANIZATION Delaware NUMBER OF (7) SOLE VOTING POWER SHARES BENEFICIALLY (8) SHARED VOTING POWER OWNED BY EACH (9) SOLE DISPOSITIVE POWER REPORTING PERSON WITH (10) SHARED DISPOSITIVE POWER 37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **		(3) SEC USE ONLY
REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) [] (6) CITIZENSHIP OR PLACE OF ORGANIZATION Delaware NUMBER OF (7) SOLE VOTING POWER SHARES BENEFICIALLY (8) SHARED VOTING POWER OWNED BY EACH (9) SOLE DISPOSITIVE POWER REPORTING PERSON WITH (10) SHARED DISPOSITIVE POWER 37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45%		
Delaware NUMBER OF (7) SOLE VOTING POWER -0- SHARES BENEFICIALLY (8) SHARED VOTING POWER OWNED BY EACH (9) SOLE DISPOSITIVE POWER REPORTING PERSON WITH (10) SHARED DISPOSITIVE POWER 37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **		
SHARES BENEFICIALLY (8) SHARED VOTING POWER 37,500 OWNED BY EACH (9) SOLE DISPOSITIVE POWER REPORTING PERSON WITH (10) SHARED DISPOSITIVE POWER 37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **		
SHARES BENEFICIALLY (8) SHARED VOTING POWER 37,500 OWNED BY EACH (9) SOLE DISPOSITIVE POWER -0- REPORTING PERSON WITH (10) SHARED DISPOSITIVE POWER 37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **	NUMBER OF	
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OWNED BY EACH (9) SOLE DISPOSITIVE POWER -0- REPORTING PERSON WITH (10) SHARED DISPOSITIVE POWER 37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **	BENEFICIALLY	
REPORTING PERSON WITH (10) SHARED DISPOSITIVE POWER 37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **	OWNED BY	37,500
PERSON WITH (10) SHARED DISPOSITIVE POWER 37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **	EACH	
37,500 (11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **	REPORTING	- O -
BY EACH REPORTING PERSON 37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **	PERSON WITH	` ,
37,500 (12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **		
IN ROW (11) EXCLUDES CERTAIN SHARES ** [] (13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **		
BY AMOUNT IN ROW (11) .45% (14) TYPE OF REPORTING PERSON **		· ,
.45% (14) TYPE OF REPORTING PERSON **		· ,

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	` '	NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO.
	(OF ABOVE PERSON William Ehrman
	(2)	CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP ** (a) [] (b) [X]
	(3)	SEC USE ONLY
	(4)	SOURCE OF FUNDS ** AF 00
		CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) []
	(6)	CITIZENSHIP OR PLACE OF ORGANIZATION United States
NUMBER OF	(7) SOLE VOTING POWER
SHARES		-0-
BENEFICIALLY	′ (8) SHARED VOTING POWER
OWNED BY		439,800
EACH	(9) SOLE DISPOSITIVE POWER
REPORTING		-0-
PERSON WITH	(1	0) SHARED DISPOSITIVE POWER
		442,000
	(11)	AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
		442,000
	(12)	CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES **
	(13)	BY AMOUNT IN ROW (11)
		5.27%
	(14)	TYPE OF REPORTING PERSON ** IN
	*	* SEE INSTRUCTIONS BEFORE FILLING OUT!

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	(1) NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON Frederic Greenberg
	(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP ** (a) [] (b) [X]
	(3) SEC USE ONLY
((4) SOURCE OF FUNDS ** AF 00
	(5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) []
	(6) CITIZENSHIP OR PLACE OF ORGANIZATION United States
NUMBER OF SHARES	(7) SOLE VOTING POWER -0-
	(8) SHARED VOTING POWER 439,800
EACH REPORTING	(9) SOLE DISPOSITIVE POWER -0-
PERSON WITH	(10) SHARED DISPOSITIVE POWER 442,000
	(11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 442,000
	(12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** []
	(13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 5.27%
	(14) TYPE OF REPORTING PERSON ** IN

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	(1) NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON Frederick Ketcher
	(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP ** (a) [] (b) [X]
	(3) SEC USE ONLY
	(4) SOURCE OF FUNDS ** AF 00
	(5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) []
	(6) CITIZENSHIP OR PLACE OF ORGANIZATION United States
NUMBER OF	(7) SOLE VOTING POWER -0-
BENEFICIALLY OWNED BY	(8) SHARED VOTING POWER 439,800
EACH	(9) SOLE DISPOSITIVE POWER -0-
REPORTING	
PERSON WITH	(10) SHARED DISPOSITIVE POWER 442,000
	(11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 442,000
	(12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** []
	(13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 5.27%
	(14) TYPE OF REPORTING PERSON ** IN

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	(1) NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON Jonas Gerstl
	(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP ** (a) [] (b) [X]
	(3) SEC USE ONLY
	(4) SOURCE OF FUNDS ** AF 00 PF
	(5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) []
	(6) CITIZENSHIP OR PLACE OF ORGANIZATION United States
NUMBER OF SHARES	(7) SOLE VOTING POWER -0-
BENEFICIALLY OWNED BY	(8) SHARED VOTING POWER 451,300
EACH REPORTING	(9) SOLE DISPOSITIVE POWER -0-
PERSON WITH	(10) SHARED DISPOSITIVE POWER 467,800
	(11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 467,800
	(12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** []
	(13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 5.58%
	(14) TYPE OF REPORTING PERSON ** IN

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	(1) NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON James McLaren
	(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP * (a) [] (b) [X]
	(3) SEC USE ONLY
	(4) SOURCE OF FUNDS ** AF 00
	(5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) []
	(6) CITIZENSHIP OR PLACE OF ORGANIZATION United States
NUMBER OF SHARES	(7) SOLE VOTING POWER -0-
BENEFICIALLY OWNED BY	(8) SHARED VOTING POWER 439,800
EACH REPORTING	(9) SOLE DISPOSITIVE POWER -0-
	(10) SHARED DISPOSITIVE POWER 442,000
	(11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON 442,000
	(12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** []
	(13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11) 5.27%
	(14) TYPE OF REPORTING PERSON ** IN

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	(1) NAME OF REPORTING PERSON S.S. OR I.R.S. IDENTIFICATION NO.
	OF ABOVE PERSON William D. Lautman
	(2) CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP ** (a) [] (b) [X]
	(3) SEC USE ONLY
	(4) SOURCE OF FUNDS ** AF 00
	(5) CHECK BOX IF DISCLOSURE OF LEGAL PROCEEDINGS IS REQUIRED PURSUANT TO ITEMS 2(d) OR 2(e) []
	(6) CITIZENSHIP OR PLACE OF ORGANIZATION United States
NUMBER OF	(7) SOLE VOTING POWER -0-
SHARES	
BENEFICIALLY OWNED BY	(8) SHARED VOTING POWER 439,800
EACH	(9) SOLE DISPOSITIVE POWER
REPORTING	-0-
PERSON WITH	(10) SHARED DISPOSITIVE POWER 442,000
	(11) AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON
	442,000
	(12) CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (11) EXCLUDES CERTAIN SHARES ** []
	(13) PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (11)
	5.27%
	(14) TYPE OF REPORTING PERSON ** IN

** SEE INSTRUCTIONS BEFORE FILLING OUT! Page 11 of 23 pages

ITEM 1. SECURITY AND ISSUER.

This statement relates to the common stock, \$.0001 par value (the "Common Stock"), issued by Steve Madden, Ltd., a New York corporation (the "Company"), whose principal executive offices are 52-16 Barnett Avenue, Long Island City, New York, 11104.

ITEM 2. IDENTITY AND BACKGROUND.

This statement is filed by (i) EGS Associates, L.P., a Delaware limited partnership ("EGS Associates"), with respect to shares of Common Stock beneficially owned by it, (ii) EGS Partners, L.L.C., a Delaware limited liability company ("EGS Partners"), with respect to shares of Common Stock held in two of the discretionary accounts managed by EGS Partners, (iii) Bev Partners, L.P., a Delaware limited partnership ("Bev Partners"), with respect to shares of Common Stock beneficially owned by it, (iv) Jonas Partners, L.P., a Delaware limited partnership ("Jonas Partners"), with respect to shares of Common Stock beneficially owned by it, (v) William Ehrman, with respect to shares of Common Stock beneficially owned EGS Associates, EGS Partners, Bev Partners, and Jonas Partners; (vi) Frederic Greenberg, with respect to shares of Common Stock beneficially owned by EGS Associates, EGS Partners, Bev Partners, and Jonas Partners; (vii) Frederick Ketcher, with respect to shares of Common Stock beneficially owned by EGS Associates, EGS Partners, Bev Partners, and Jonas Partners, (viii) Jonas Gerstl, with respect to shares of Common Stock beneficially owned him, members of his immediate family, and by EGS Associates, EGS Partners, Bev Partners, and Jonas Partners; (ix) James McLaren, with respect to shares of Common Stock beneficially owned by EGS Associates, EGS Partners, Bev Partners and Jonas Partners; and (x)William D. Lautman, with respect to shares of Common Stock beneficially owned by EGS Associates, EGS Partners, Bev Partners and Jonas Partners. The foregoing persons are hereinafter sometimes referred to collectively as the "Reporting Persons". Any disclosures herein with respect to persons other than the Reporting Persons are made on information and belief after making inquiry to the appropriate party.

The general partners of EGS Associates, Bev Partners, and Jonas Partners, and the members of EGS Partners, are William Ehrman, Frederic Greenberg, Frederick Ketcher, Jonas Gerstl, James McLaren and William D. Lautman (collectively, the "General Partners").

- (b) The address of the principal business and principal office of (i) EGS Associates, EGS Partners, Bev Partners, Jonas Partners, and each of the General Partners is 300 Park Avenue, 21st Floor, New York, New York 10022.
- (c) The principal business of each of EGS Associates, Bev Partners, and Jonas Partners is that of a private investment partnership, engaging in the purchase and sale of securities for investment for its own account. The principal business of EGS Partners is that of a registered investment adviser under the Investment Advisers

Act of 1940, as amended, engaging in the purchase and sale of securities for investment on behalf of discretionary accounts. The present principal occupations of the General Partners are as general partners of EGS Associates, Bev Partners, and Jonas Partners and members of EGS Partners.

- (d) None of the persons referred to in paragraph (a) above has, during the last five years, been convicted in a criminal proceeding (excluding traffic violations or similar misdemeanors).
- (e) None of the persons referred to in paragraph (a) above has, during the last five years, been a party to a civil proceeding of a judicial or administrative body of competent jurisdiction and as a result of such proceeding was or is subject to a judgment, decree or final order enjoining future violations of, or prohibiting or mandating activities subject to, Federal or state securities laws or finding any violation with respect to such laws.
- (f) Each of the individuals referred to in paragraph (a) above is a United States citizen. EGS Associates, Bev Partners, and Jonas Partners are Delaware limited partnerships. EGS Partners is a Delaware limited liability company.

ITEM 3. SOURCE AND AMOUNT OF FUNDS OR OTHER CONSIDERATION.

The net investment cost (including commissions, if any) of the shares of Common Stock beneficially owned by EGS Associates, EGS Partners, Bev Partners, and Jonas Partners is approximately \$509,675, \$1,406,666, \$249,984, and \$175,026, respectively.

The net investment cost (excluding commissions, if any) of the shares of Common Stock owned directly by Mr. Gerstl and his immediate family is approximately \$119,344.

Messrs. Ehrman, Ketcher, Greenberg, McLaren and Lautman currently own no shares of Common Stock.

The shares of Common Stock purchased by each of EGS Associates, Bev Partners, and Jonas Partners were purchased with the investment capital of the respective entities. The shares of Common Stock purchased by EGS Partners were purchased with the investment capital of discretionary accounts under its management. The shares of Common Stock purchased by Mr. Gerstl and his immediate family were purchased with personal funds.

The shares of Common Stock beneficially owned by EGS Associates, EGS Partners, Bev Partners, and Jonas Partners are held in their respective commingled margin accounts, or in the case of EGS Partners, in margin and non-margin accounts held by each discretionary account under its management. Such margin accounts are maintained at NationsBank Montgomery, and may from time to time have debit balances.

Since other securities are held in such margin accounts, it is not possible to determine the amounts, if any, of margin used with respect to the shares of Common Stock purchased. Non-margin accounts are maintained at Bankers Trust Company. The shares owned by Mr. Gerstl and his immediate family are held in accounts maintained at BT Alex Brown Inc. Currently, the interest rate charged on such various margin accounts is approximately 8.5% per annum.

ITEM 4. PURPOSE OF THE TRANSACTION.

The purpose of the acquisition of the shares of the Common Stock by the Reporting Persons was for investment. Each may make further purchases of the Common Stock from time to time and may dispose of any or all of the shares of Common Stock held by it or him at any time.

None of the Reporting Persons has any plans or proposals which relate to, or could result in, any of the matters referred to in paragraphs (b) through (j), inclusive, of Item 4 of Schedule 13D. Such entities and persons may, at any time and from time to time, review or reconsider their position with respect to the Company, and formulate plans or proposals with respect to any of such matters, but have no present intention of doing so.

ITEM 5. INTEREST IN SECURITIES OF THE ISSUER.

(a) The approximate aggregate percentage of shares of Common Stock reported beneficially owned by each person herein is based on 8,381,573 shares outstanding, which is the total number of shares of Common Stock outstanding as of November 11, 1997, as reflected in the company's quarterly report on Form 10-Q filed with the Securities and Exchange Commission (the "Commission") for the fiscal quarter ended September 30, 1997 (which is the most recent Form 10-Q on file).

As of the close of business on January 22, 1998:

- (i) EGS Associates owns beneficially 103,500 shares of Common Stock, constituting approximately 1.23% of the shares outstanding.
- (ii) EGS Partners owns directly no shares of Common Stock. By reason of the provisions of Rule 13D-3 of the Securities Exchange Act of 1934, as amended (the "Act"), EGS Partners may be deemed to own beneficially 251,500 shares, constituting approximately 3.00% of the shares outstanding, purchased for discretionary accounts managed by it.
- (iii) Bev Partners owns beneficially 49,500 shares of Common Stock, constituting less than 1% of the shares outstanding.
- (iv) Jonas Partners owns 37,500 shares of Common Stock, constituting less than 1% of the shares outstanding.

- (v) Mr. Gerstl owns beneficially through ownership by himself and members of his immediate family, 25,800 shares of Common Stock, constituting less than 1% of the shares outstanding.
- (vi) Messrs. Ehrman, Ketcher, Greenberg, McLaren and Lautman own directly no shares of Common Stock.

By reason of the provisions of Rule 13D-3 of the Act, each of the General Partners may be deemed to own the 103,500 shares beneficially owned by EGS Associates, the 251,500 shares beneficially owned by EGS Partners, the 49,500 shares beneficially owned by Bev Partners, and the 37,500 shares beneficially owned by Jonas Partners. When the shares beneficially owned by EGS Associates, EGS Partners, Bev Partners, and Jonas Partners are aggregated, they total 442,000 shares of Common Stock, constituting approximately 5.27% of the shares outstanding.

(viii) In the aggregate, the Reporting Persons beneficially own a total of 467,800 shares of Common Stock, constituting approximately 5.58% of the shares outstanding.

- (b) (i) Each of EGS Associates, EGS Partners, Bev Partners, and Jonas Partners has the power to vote all of the shares of Common Stock, except for 2,200 shares held by one of the discretionary accounts, and to dispose of all of the shares of Common Stock beneficially owned by it, which power may be exercised by the General Partners. Each of the discretionary accounts is a party to an investment management agreement with EGS Partners pursuant to which EGS Partners has investment authority with respect to securities held in such account.
- (ii) Mr. Gerstl has no power to vote and shared power to dispose of shares owned by his wife in trust for their children and Mr. Gerstl has the shared power to vote and dispose of the shares owned directly by him and his wife in joint accounts.
- (c) The trading dates, number of shares of Common Stock purchased or sold and price per share for all transactions in the Common Stock from the 60th day prior to December 31, 1997 until January 22, 1998 by EGS Associates, EGS Partners, Bev Partners, and Jonas Partners are set forth in Schedules A, B, C, and D, respectively, and were all effected in the over-the-counter market. During such period, Messrs. Ehrman, Ketcher, Greenberg, Gerstl, McLaren and Lautman, did not enter into any transactions in the Common Stock.
- (d) No person other than each respective record owner of shares of Common Stock referred to herein is known to have the right to receive or the power to direct the receipt of dividends from or the proceeds of sale of such shares of Common Stock.

ITEM 6. CONTRACTS, ARRANGEMENTS, UNDERSTANDINGS OR RELATIONSHIPS WITH RESPECT TO SECURITIES OF THE ISSUER.

There are no contracts, arrangements, understandings or relationships (legal or otherwise) among the persons named in Item 2 hereof or between such persons and any other person with respect to any securities of the Issuer including but not limited to transfer or voting of any other securities, finder's fees, joint ventures, loan or option arrangements, puts or calls, guarantees of profits, divisions of profits or losses, or the giving or withholding of proxies.

ITEM 7. MATERIAL TO BE FILED AS EXHIBITS.

The following exhibit is being filed with this Schedule:

Exhibit 1 A written agreement relating to the filing of joint acquisition statements as required by Rule 13D-1(f)(1) of the Act.

SIGNATURES

After reasonable inquiry and to the best of our knowledge and belief, the undersigned certify that the information set forth in this statement is true, complete and correct.

DATED:			_	

William Ehrman, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., JONAS PARTNERS, L.P., and as a member of EGS PARTNERS, L.L.C.

Frederic Greenberg, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., JONAS PARTNERS, L.P. and as a member of EGS PARTNERS, L.L.C.

Frederick Ketcher, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., JONAS PARTNERS, L.P. and as a member of EGS PARTNERS, L.L.C.

Jonas Gerstl, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., JONAS PARTNERS, L.P. and as a member of EGS PARTNERS, L.L.C.

James McLaren, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., JONAS PARTNERS, L.P. and as a member of EGS PARTNERS, L.L.C.

William D. Lautman, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., JONAS PARTNERS, L.P. and as a member of EGS PARTNERS, L.L.C.

Schedule A

EGS Associates, L.P.

Date of Transaction	Number of Shares Purchased/(Sold)	Price Per Share (including Commissions, if any)		
12/23/97	3,000	\$6.88		
1/15/98	9,500	\$6.56		
1/20/98	4,000	\$7.16		

Schedule B
EGS Partners, L.P.

Date of Transaction	Number of Shares Purchased/(Sold)	Price Per Share (including Commissions, if any)
11/19/97	3,000	\$7.15
8/5/97	7,500	\$6.25
9/26/97	7,500	\$7.25
12/26/97	4,000	\$7.00
12/30/97	6,500	\$7.55
12/31/97	11,000	\$7.58
1/6/98	3,000	\$7.00
1/13/98	4,000	\$6.63
1/15/98	3,000	\$6.56
1/20/98	16,500	\$7.16

Schedule C

Bev Partners, L.P.

Date of Transaction	Number of Shares Purchased/(Sold)	Price Per Share (including Commissions, if any)	
11/7/97	7,000	\$7.09	
1/15/98	2,500	\$6.56	
1/20/98	2,000	\$7.16	

Schedule D

Jonas Partners, L.P.

Date of Transaction	Number of Shares Purchased/(Sold)	Price Per Share (including Commissions, if any)
1/13/98	1,000	\$6.63
1/20/98	2,000	\$7.16

EXHIBIT 1

JOINT ACQUISITION STATEMENT

PURSUANT TO RULE 13D-1(f) 1

The undersigned acknowledge and agree that the foregoing statement on Schedule 13D, as amended, is filed on behalf of each of the undersigned and that all subsequent amendments to this statement on Schedule 13D, as amended, shall be filed on behalf of each of the undersigned without the necessity of filing additional joint acquisition statements. The undersigned acknowledge that each shall be responsible for the timely filing of such amendments, and for the completeness and accuracy of the information concerning him or it contained therein, but shall not be responsible for the completeness and accuracy of the information concerning the other, except to the extent that he or it knows or has reason to believe that such information is inaccurate.

William Ehrman, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., and JONAS PARTNERS, L.P., and as a member of EGS PARTNERS, L.L.C.

William Ehrman, as Attorney-in-Fact for Frederic Greenberg, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., and JONAS PARTNERS, L.P., and as a member of EGS PARTNERS, L.L.C.

Frederick Ketcher, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., and JONAS PARTNERS, L.P., and as a member of EGS PARTNERS, L.L.C.

Jonas Gerstl, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., and JONAS PARTNERS, L.P., and as a member of EGS PARTNERS, L.L.C.

James McLaren, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., and JONAS PARTNERS, L.P., and as a member of EGS PARTNERS, L.L.C.

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William D. Lautman, individually and as general partner of each of EGS ASSOCIATES, L.P., BEV PARTNERS, L.P., and JONAS PARTNERS, L.P., and as a member of EGS PARTNERS, L.L.C.