

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

OMB APPROVAL	
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Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* <u>Frieders Karla</u> (Last) (First) (Middle) <u>C/O STEVEN MADDEN, LTD.</u> <u>52-16 BARNETT AVENUE</u> (Street) <u>LONG</u> <u>ISLAND NY 11104</u> <u>CITY</u> (City) (State) (Zip)	2. Date of Event Requiring Statement (Month/Day/Year) <u>09/04/2015</u>	3. Issuer Name and Ticker or Trading Symbol <u>STEVEN MADDEN, LTD. [SHOO]</u>	
		4. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Chief Merchandising Officer</u>	5. If Amendment, Date of Original Filed (Month/Day/Year) 6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Common Stock, par value \$0.0001 per share	63,440 ⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾	D	

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)		3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative Security	5. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	6. Nature of Indirect Beneficial Ownership (Instr. 5)
	Date Exercisable	Expiration Date				
Stock Option (Right to Buy)	(6)	01/02/2020	Common Stock	60,000	28.18	D
Stock Option (Right to Buy)	(7)	02/01/2018	Common Stock	67,500	16.96	D
Stock Option (Right to Buy)	(8)	04/01/2016	Common Stock	33,750	5.56	D

Explanation of Responses:

- Includes an aggregate of 34,643 restricted shares of common stock of Steven Madden, Ltd. (the "Company") awarded to the reporting person under the Steven Madden, Ltd. 2006 Stock Incentive Plan (the "Plan"), in each case subject to forfeiture pursuant to the terms of the Plan, as described in footnotes (2), (3), (4) and (5) hereof.
- Grant Date: March 2, 2015 - Vesting: Five (5) substantially equal annual installments on each of March 2, 2016, March 2, 2017, March 2, 2018, March 2, 2019 and March 2, 2020 - Restricted Shares: 20,758
- Grant Date: March 17, 2014 - Vesting: Five (5) substantially equal annual installments on each of March 5, 2015, March 5, 2016, March 5, 2017, March 5, 2018 and March 5, 2019 - Restricted Shares: 4,399
- Grant Date: March 15, 2013 - Vesting: Five (5) substantially equal annual installments on each of March 15, 2014, March 15, 2015, March 15, 2016, March 15, 2017 and March 15, 2018 - Restricted Shares: 3,978
- Grant Date: March 14, 2012 - Vesting: Five (5) substantially equal annual installments on each of January 5, 2013, January 5, 2014, January 5, 2015, January 5, 2016 and January 5, 2017 - Restricted Shares: 5,508
- The option was granted to the reporting person under the Plan on January 2, 2013 and is exercisable in four (4) equal annual installments commencing on the first anniversary of the grant date. The first and second installments became exercisable on January 2, 2014 and January 2, 2015, respectively, and the next two installments will become exercisable on January 2, 2016 and January 2, 2017.
- The option was granted to the reporting person under the Plan on February 1, 2011 and became fully vested on February 1, 2015.
- The option was granted to the reporting person under the Plan on April 1, 2009 and became fully vested on April 1, 2013.

Remarks:

Exhibit 24 - Power of Attorney dated September 14, 2015 by Karla Frieders

/s/ Karla Frieders

09/14/2015

** 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 5 (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.

POWER OF ATTORNEY

Know all by these presents, that the undersigned hereby constitutes and appoints each of Edward R. Rosenfeld and Arvind Dharria, signing singly, the undersigned's true and lawful attorney-in-fact to:

(1) execute for and on behalf of the undersigned, in the undersigned's capacity as an officer and/or director of Steven Madden, Ltd. (the "Company"), Forms 3, 4 and 5 in accordance with Section 16(a) of the Securities Exchange Act of 1934 and the rules thereunder;

(2) do and perform any and all acts for and on behalf of the undersigned that may be necessary or desirable to complete and execute any such Form 3, 4 or 5, complete and execute any amendment or amendments thereto, and file such form with the United States Securities and Exchange Commission and any stock exchange or similar authority; and

(3) take any other action of any type whatsoever in connection with the foregoing that, in the opinion of such attorney-in-fact, may be of benefit to, in the best interest of, or legally required by, the undersigned, it being understood that the documents executed by such attorney-in-fact on behalf of the undersigned pursuant to this Power of Attorney shall be in such form and shall contain such terms and conditions as such attorney-in-fact may approve in such attorney-in-fact's discretion.

The undersigned hereby grants to each such attorney-in-fact full power and authority to do and perform any and every act and thing whatsoever requisite, necessary, or proper to be done in the exercise of any of the rights and powers herein granted, as fully to all intents and purposes as the undersigned might or could do if personally present, with full power of substitution or revocation, hereby ratifying and confirming all that such attorney-in-fact, or such attorney-in-fact's substitute or substitutes, shall lawfully do or cause to be done by virtue of this power of attorney and the rights and powers herein granted. The undersigned acknowledges that the foregoing attorneys-in-fact, in serving in such capacity at the request of the undersigned, are not assuming, nor is the Company assuming, any of the undersigned's responsibilities to comply with Section 16 of the Securities Exchange Act of 1934.

This Power of Attorney supersedes and replaces all prior powers of attorney executed by the undersigned for the purposes herein stated, all of which have been revoked and are of no further force or effect. This Power of Attorney shall remain in full force and effect until the undersigned is no longer required to file Forms 3, 4 and 5 with respect to the undersigned's holdings of and transactions in securities issued by the Company, unless earlier revoked as to any attorney-in-fact by the undersigned in a signed writing delivered to such attorney-in-fact.

IN WITNESS WHEREOF, the undersigned has caused this Power of Attorney to be executed as of this 14th day of September, 2015.

/s/ Karla Frieders

Signature

Karla Frieders

Print Name