

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. 1 )\*

-----  
Steven Madden, Ltd.

-----  
(Name of Issuer)

Common Stock

-----  
(Title of Class of Securities)

556269108

-----  
(CUSIP Number)

September 30, 2002

-----  
(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\*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 the purpose 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).

1 NAME OF REPORTING PERSON  
S.S. or I.R.S. IDENTIFICATION NO. OF ABOVE PERSON  
  
Liberty Wanger Asset Management, L.P. 36-3820584

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a) [ ]  
(b) [ ]  
Not Applicable

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION  
  
Delaware

5 SOLE VOTING POWER  
None  
NUMBER OF  
SHARES

6 SHARED VOTING POWER  
1,516,600  
BENEFICIALLY  
OWNED BY  
EACH

7 SOLE DISPOSITIVE POWER  
None  
REPORTING  
PERSON  
WITH

8 SHARED DISPOSITIVE POWER  
1,516,600

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
1,516,600

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*  
Not Applicable [ ]

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9  
11.9%

12 TYPE OF REPORTING PERSON\*  
IA

\*SEE INSTRUCTION BEFORE FILLING OUT!

1 NAME OF REPORTING PERSON  
S.S. or I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

WAM Acquisition GP, Inc.

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a) [ ]  
(b) [ ]

Not Applicable

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Delaware

5 SOLE VOTING POWER

None

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY  
EACH  
REPORTING  
PERSON  
WITH

6 SHARED VOTING POWER

1,516,600

7 SOLE DISPOSITIVE POWER

None

8 SHARED DISPOSITIVE POWER

1,516,600

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,516,600

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

Not Applicable [ ]

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

11.9%

12 TYPE OF REPORTING PERSON\*

CO

\*SEE INSTRUCTION BEFORE FILLING OUT!

1 NAME OF REPORTING PERSON  
S.S. or I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

Liberty Acorn Trust

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP\* (a) [ ]  
(b) [ ]

Not Applicable

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

Massachusetts

5 SOLE VOTING POWER

None

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY  
EACH  
REPORTING  
PERSON  
WITH

6 SHARED VOTING POWER

831,500

7 SOLE DISPOSITIVE POWER

None

8 SHARED DISPOSITIVE POWER

831,500

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

831,500

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES\*

Not Applicable [ ]

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9

6.5%

12 TYPE OF REPORTING PERSON\*

IV

\*SEE INSTRUCTION BEFORE FILLING OUT!

- Item 1(a) Name of Issuer:  
Steven Madden, Ltd.
- Item 1(b) Address of Issuer's Principal Executive Offices:  
52-16 Barnett Avenue, Long Island City, New York 11104
- Item 2(a) Name of Person Filing:  
Liberty Wanger Asset Management, L.P. ("WAM")  
WAM Acquisition GP, Inc., the general partner of WAM  
("WAM GP")  
Liberty Acorn Trust ("Acorn")
- Item 2(b) Address of Principal Business Office:  
WAM, WAM GP and Acorn are all located at:  
227 West Monroe Street, Suite 3000  
Chicago, Illinois 60606
- Item 2(c) Citizenship:  
WAM is a Delaware limited partnership; WAM  
GP is a Delaware corporation; Acorn is a  
Massachusetts business trust.
- Item 2(d) Title of Class of Securities:  
Common Stock
- Item 2(e) CUSIP Number:  
556269108
- Item 3 Type of Person:  
(d) Acorn is an Investment Company under section  
8 of the Investment Company Act.  
(e) WAM is an Investment Adviser  
registered under section 203 of the  
Investment Advisers Act of 1940; WAM  
GP is the General Partner of the  
Investment Adviser.

- Item 4                    Ownership (at September 30, 2002):
- (a)        Amount owned "beneficially" within the meaning of rule 13d-3:  
  
            1,516,600
  - (b)        Percent of class:  
  
            11.9% (based on 12,697,105 shares outstanding as of August 12, 2002)
  - (c)        Number of shares as to which such person has:
    - (i)        sole power to vote or to direct the vote: none
    - (ii)       shared power to vote or to direct the vote: 1,516,600
    - (iii)      sole power to dispose or to direct the disposition of: none
    - (iv)      shared power to dispose or to direct disposition of: 1,516,600

Item 5                    Ownership of Five Percent or Less of a Class:

Not Applicable

Item 6                    Ownership of More than Five Percent on Behalf of Another Person:

The shares reported herein have been acquired on behalf of discretionary clients of WAM, including Acorn. Persons other than WAM and WAM GP are entitled to receive all dividends from, and proceeds from the sale of, those shares. Acorn is the only such person known to be entitled to all dividends from, and all proceeds from the sale of shares reported herein to the extent of more than 5% of the class.

Item 7                    Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company:

Not Applicable

Item 8                    Identification and Classification of Members of the Group:

Not Applicable

Item 9                    Notice of Dissolution of Group:

Not Applicable

Item 10

Certification:

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

Page 7 of 10 pages

SIGNATURE

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

Date: October 7, 2002

The undersigned corporation, on the date above written, agrees and consents to the joint filing on its behalf of this Schedule 13G in connection with its beneficial ownership of the security reported herein.

WAM Acquisition GP, Inc.  
for itself and as general partner of  
LIBERTY WANGER ASSET MANAGEMENT, L.P.

By: /s/ Bruce H. Lauer  
-----  
Bruce H. Lauer  
Senior Vice President and Secretary

The undersigned corporation, on the date above written, agrees and consents to the joint filing on its behalf of this Schedule 13G in connection with its beneficial ownership of the security reported herein.

LIBERTY ACORN TRUST

By: /s/ Bruce H. Lauer  
-----  
Bruce H. Lauer  
Vice President, Treasurer and  
Secretary



EXHIBIT INDEX

Exhibit 1      Joint Filing Agreement dated as of October 7, 2002 by and among  
Liberty Wanger Asset Management, L.P., WAM Acquisition GP, Inc.  
and Liberty Acorn Trust.

JOINT FILING AGREEMENT

The undersigned hereby agree to the joint filing of the Schedule 13G to which this Agreement is attached.

Dated: October 7, 2002

WAM Acquisition GP, Inc.  
for itself and as general partner of  
LIBERTY WANGER ASSET MANAGEMENT, L.P.

By: /s/ Bruce H. Lauer  
-----  
Bruce H. Lauer  
Senior Vice President and Secretary

LIBERTY ACORN TRUST

By: /s/ Bruce H. Lauer  
-----  
Bruce H. Lauer  
Vice President, Treasurer and  
Secretary