VARELA AMELIA

Form 4

per share Common Stock, par

value

\$0.0001 per share 12/19/2012

December 21, 2012

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). (Print or Type Responses) 1. Name and Address of Reporting Person 2 STEVEN MADDEN (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) (Month/Day/Year) C/O STEVEN MADDEN (Street) (Street) (Street) (Street) (Street) (State) (Zip) (State) (Zip) (Table 1- Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned (City) (State) (Zip) Table 1- Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned (City) (State) (Zip) Table 1- Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned (City) (State) (Zip) (Table 1- Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned (City) (State) (Zip) (Table 1- Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned (City) (
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). Settion 17(a) of the Public Utility Holding Company Act of 1935 or Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 17(a) of the Public Utility Holding Company Act of 1940 1(b). (Print or Type Responses) 1. Name and Address of Reporting Person * VARELA AMELIA STEVEN MADDEN, LTD. [SHOO] (Last) (First) (Middle) (Last) (First) (Middle) (Last) (First) (Middle) (Last) (First) (Middle) (Costeven MADDEN LTD, 52-16 BARNET AVENUE (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned Control of the Securities Acquired, Disposed of, or Beneficially Owned Control of the Securities Acquired, Disposed of, or Beneficially Owned Control of the Securities Acquired, Disposed of, or Beneficially Owned Control of the Securities Acquired, Disposed of, or Beneficially Owned Control of the Securities Acquired, Disposed of, or Beneficially Owned Control of the Securities Acquired, Disposed of, or Beneficially Owned Control of the Securities Acquired, Disposed of, or Beneficially Owned Control of the Securities Acquired, Disposed of, or Beneficially Owned Control of the Securities Acquired, Disposed of, or Beneficially Owned Control of the Securities Acquired, Disposed of the Securities Acquired the Se	/AL											
STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES SECURITIES SECURITIES SECURITIES SECURITIES Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, obligations may continue. See Instruction 1(b). (Print or Type Responses) 1. Name and Address of Reporting Person 2 Symbol STEVEN MADDEN, LTD. [SHOO] (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) C/O STEVEN MADDEN LTD, 52-16 BARNET AVENUE (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) LONG ISLAND CITY, NY 11104 (City) (State) (Zip) Table 1- Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned Content of the SECURITIES SET SECURITIES Estimated average burden hours per response	5-0287											
STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). (Print or Type Responses) 1. Name and Address of Reporting Person VARELA AMELIA STEVEN MADDEN, LTD. [SHOO] (Last) (First) (Middle) (Cory STEVEN MADDEN LTD, 52-16 BARNET AVENUE (Street) STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Estimated average burden hours per response Setimated average burden hours per response 5. Relationship of Reporting Person(s) to Issuer STEVEN MADDEN, LTD. [SHOO] (Check all applicable) (Check a	-											
obligations may continue. See Instruction 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940 1(b). (Print or Type Responses) 1. Name and Address of Reporting Person VARELA AMELIA Symbol STEVEN MADDEN, LTD. [SHOO] (Last) (First) (Middle) (Last) (First) (Middle) (Costeven Madden Ma	Estimated average burden hours per											
1. Name and Address of Reporting Person 2 VARELA AMELIA Symbol STEVEN MADDEN, LTD. [SHOO] (Last) (First) (Middle) (C/O STEVEN MADDEN LTD, 52-16 BARNET AVENUE (Street) 4. If Amendment, Date Original (City) (State) (State) (State) (State) 2. Issuer Name and Ticker or Trading Symbol STEVEN MADDEN, LTD. [SHOO] (Check all applicable) (Substitute) (Street) 4. If Amendment, Date Original (Check Applicable Line) (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned Table I - Non-Derivative Securities	Form 5 obligations may continue. See Instruction Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940											
VARELA AMELIA Symbol STEVEN MADDEN, LTD. [SHOO] (Check all applicable) (Month/Day/Year) 12/19/2012 Director — Director — 10% Owner — X_ Officer (give title — Other (specify below) below) EVP of Wholesale (Street) 4. If Amendment, Date Original (Street) Applicable Line) — X_ Form filed by One Reporting Person — Form filed by More than One Reporting Person — Form filed by More than One Reporting Person (City) (State) (State) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned												
(Check all applicable) (Last) (First) (Middle) 3. Date of Earliest Transaction (Month/Day/Year) Director 10% Owner C/O STEVEN MADDEN												
C/O STEVEN MADDEN LTD, 52-16 BARNET AVENUE (Street) (S	ek all applicable)											
LTD, 52-16 BARNET AVENUE (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person LONG ISLAND CITY, NY 11104 (City) (State) (State) (Street) 4. If Amendment, Date Original Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person — Form filed by More than One Reporting Person Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned	_X_ Officer (give titleOther (specify below)											
Filed(Month/Day/Year) Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person (City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned												
(City) (State) (Zip) Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned	Applicable Line) _X_ Form filed by One Reporting Person											
Table 1 - Non-Derivative Securities Acquired, Disposed of, of Deficically Owner												
1 Title of 2 Transaction Date 2A Deemed 3 4 Securities Acquired (A) 5 Amount of 6 7 Notice	ed											
Security (Month/Day/Year) Execution Date, if Transaction Disposed of (D) Securities Ownership Indirect (Instr. 3) any Code (Instr. 3, 4 and 5) (Month/Day/Year) (Instr. 8) Beneficially Form: Benefic Ownership Owned Direct (D) Ownership Indirect (Instr. 4) (A) Following or Indirect (Instr. 4) (A) Transaction(s) (Instr. 4)	ficial ership											
Code V Amount (D) Price (Instr. 3 and 4) Common Stock, par value 12/19/2012 M 42,186 A \$ 8.3467 53,659 D \$0.0001												

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

S

42,186 D

11,473

D

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SEC 1474 (9-02)

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transactic Code (Instr. 8)	5. Number of onDerivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercis Expiration Dat (Month/Day/Y	e	7. Title and A Underlying S (Instr. 3 and	Securities
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Stock Option (Right to Buy)	\$ 8.3467 (1)	12/19/2012		M		42,186 (1)	04/01/2012	04/29/2016	Common Stock	42,186

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

VARELA AMELIA C/O STEVEN MADDEN LTD 52-16 BARNET AVENUE LONG ISLAND CITY, NY 11104

EVP of Wholesale

Signatures

/s/ Arvind Dharia, Attorney-in-Fact for Amelia

Varela 12/21/2012

**Signature of Reporting Person Date

Explanation of Responses:

- * 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).
- (1) This option was previously reported as covering 28,124 shares at an exercise price of \$12.52 per share, but was adjusted to reflect the three-for-two stock split (effected as a stock dividend) that occurred on May 31, 2011.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

Reporting Owners 2