

Is stevemadden.co.za legit? TrustSniffer's high-trust assessment: 90/100

stevemadden.co.za

Verdict

90

OUT OF 100

HIGH TRUST

stevemadden.co.za appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Low Risk

Assessed 2026-08-11 by automated analysis. Classification confidence 55%.

What this site appears to be	Official-branded ecommerce page for Steve Madden South Africa with product listings, navigation for women/men/accessories, cart and login elements, payment partners (Payflex/PayJustNow), and standard customer service/legal links.
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Evidence status and limitations

Evidence completeness: UNKNOWN

- The real-world operator identity was not independently verified.
- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	0% confidence AbuseIPDB, 9 reports; shared hosting inflates reports	CLEAR
Domain age	19 years old Registered history	CLEAR
Web archive	Never archived No public history of this site	WATCH
Certificate	Encrypted connection Issued by YE1	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- VirusTotal and Google Safe Browsing had no flags for this domain; its hosting IP carries AbuseIPDB reports below the confidence level TrustSniffer treats as a flag.

Full analysis

Overview

The website presents itself as the official Steve Madden South Africa online retail storefront, offering footwear, clothing, bags, luggage, and accessories through product catalogues, promotional offers, account functions, cart management, and online checkout.

Scam/Impersonation Risk

No phishing, impersonation, blacklist, or other confirmed contradiction was observed. The storefront's content is consistent with ordinary branded ecommerce, while browser testing did identify hidden forms and substantial page changes after interaction; these are implementation signals rather than evidence of fraud because no external password submission, wallet activity, cloaking, or brand-impersonation behavior was detected. Reports associated with the shared hosting address were discounted as shared-infrastructure activity rather than site-specific abuse. The available evidence therefore supports a low scam and impersonation risk, while the real-world operator identity remains likely rather than independently verified.

EVIDENCE

- The homepage identifies the business as "Steve Madden® South Africa Official Site" and provides product catalogues, cart, login, checkout, shipping, returns, and customer-service functions.
- Behavioral testing observed hidden forms across two successful runs, but recorded no external password forms, wallet-provider activity, wallet-drainer behavior, clipboard hijacking, or cloaking.
- External reputation checks returned no malicious or suspicious domain detections, and no brand-impersonation finding was recorded.

Regulatory Verification Notes

The site provides standard retail customer-service, shipping, returns, and legal navigation, but the reviewed content does not present a licensing claim or license number. For an ecommerce storefront, this is a transparency and merchant-verification item rather than evidence of a scam. A registration record identifies Steven Madden, Ltd., which is consistent with the site's presented brand; however, that record does not independently prove that the website operator is the legal entity represented on the pages. No separate broker or regulated-financial-business match was identified.

EVIDENCE

- The domain was registered on 2007-07-02 and is approximately 19.12 years old; the listed registrar is 101 Domain.
- The registration record lists Steven Madden, Ltd. as the organization and an expiry date of 2027-07-02.
- The site is served from AS13335, CLOUDFLARENET – Cloudflare, Inc., US.
- The transport certificate is issued by YE1, uses Domain Validation (DV), and is valid to 2026-10-28.

What to Verify Next

Before credential or payment interactions, an independent check should confirm that the South African storefront is linked to the Steve Madden brand through an official brand-controlled channel. The merchant's return and refund terms should be reviewed for local applicability, and the protections, dispute process, and recipient details associated with the displayed payment options should be confirmed independently. Any applicable local consumer or payment obligations should also be checked against the relevant authority or merchant records.

EVIDENCE

- The site exposes shipping, returns, customer-service, account-login, and checkout functions for direct review.
- The checkout identifies Payflex and PayJustNow as payment partners.
- Social links to Instagram, Facebook, TikTok, and Twitter provide potential independent channels for brand-relationship confirmation.

Summary Verdict

The overall posture is **high trust and low risk**, and the available evidence is consistent with an established, apparently legitimate retail website. Confidence in the classification is strong enough to support normal browsing and ordinary ecommerce consideration, but the operator's real-world identity should not be treated as independently proven.

Infrastructure Integrity

The site is protected by Cloudflare CDN and WAF infrastructure. The observed address was an edge endpoint rather than a directly exposed origin, which provides a useful mitigation against direct infrastructure exposure but is not, by itself, proof of legitimacy.

EVIDENCE

- One resolved edge address, 23.227.38.32, was associated with AS13335 and Cloudflare; no origin candidate was identified.
- The site's transport encryption used a valid YE1 DV certificate with a stated validity end date of 2026-10-28.

Closing Assessment

Ordinary independent merchant-identity, return-policy, and payment-protection checks should be completed before submitting credentials or making a payment.

What the analysis found

No rule findings contributed to this verdict.

Signals weighed against the site

- AbuseIPDB: 9 reports on hosting IP 23.227.38.32 (Shopify, Inc., Content Delivery Network), 0% confidence. The reports are attributed to shared infrastructure, not specifically to this website.

Identity verification

Status	LIKELY
Identity score	79/100
Identity verification confidence	78%

- Trusted social count=3

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of stevemadden.co.za.

- The request stayed on stevemadden.co.za. It was not redirected to another domain. CLEAR
- Registration is published under 101 Domain. CLEAR
- DNS for this domain is served by cloudflare.com, across 2 name servers. NOTED
- The registration is paid up to 2027-07-02. NOTED
- It is hosted on CLOUDFLARENET, from a server in CA. NOTED

Domain intelligence

Registrar	101 Domain
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	CA
Server IP	23.227.38.32
Name servers	dale.ns.cloudflare.com, liv.ns.cloudflare.com
SSL issuer	YE1
SSL expiry	2026-10-28
Domain age	19.12 years (continuous registration)
Domain expiry	2027-07-02
Archive first seen	Not available
Archive snapshots	0

About this assessment

A trust score summarises the evidence TrustSniffer could collect about stevemadden.co.za at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

This report online: <https://trustsniffer.com/report/stevemadden.co.za> · assessed 2026-08-11