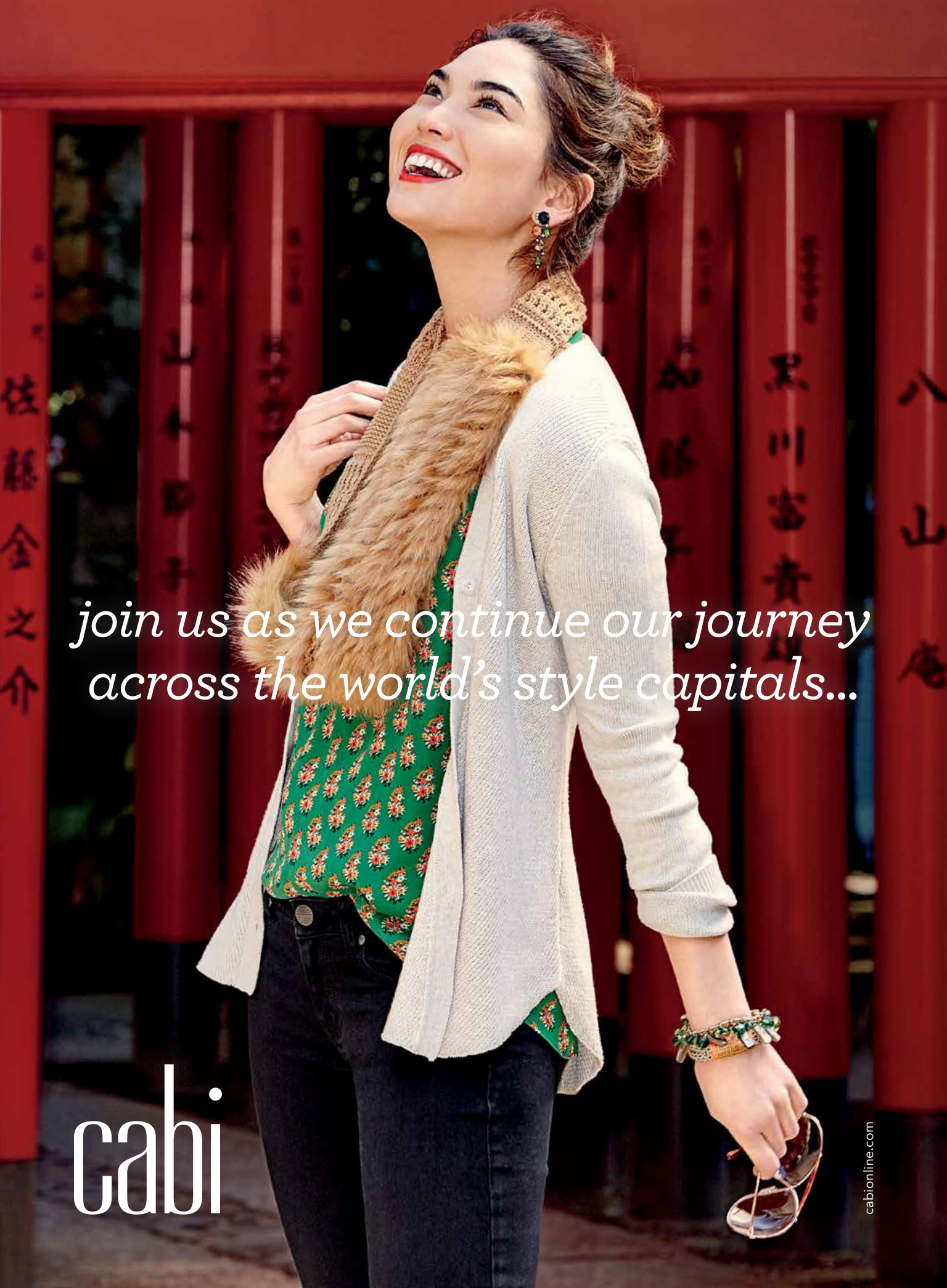


the notion

issue 3
fall 2016

by **cabi**

a magazine of style, opportunity & purpose



join us as we continue our journey
across the world's style capitals...

cabi

cabionline.com

the notion

by cabi

Welcome to *the Notion* by cabi,
a magazine of style, opportunity & purpose.

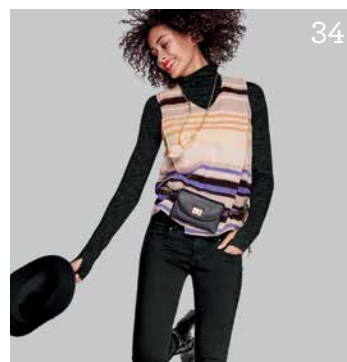
Notions are the little details in fashion we love:
the buttons, the bows, the beads, a perfect peplum,
that hint of fur—the heart of glamour, the soul of chic.

This book is our place to celebrate these details.
Every page is filled with the latest trends and tips
to help you express your true style.

But style is more than a mere detail, and a *notion*
is bigger than a special touch. A *notion* is also a belief.

Our notion is about helping others discover their true style
and reinventing the traditional shopping experience...
together. It's about having the freedom to live the life
we've always wanted. It's about doing well
in order to do good. It's about giving, loving, learning, laughing.
We're inspired by the women who uphold this notion—these
beliefs—and we want to share their stories.

So sit back, relax, find something beautiful, feel something special,
and embrace the little details...the big picture...*the Notion*.



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FSC FPO

Carol Anderson
by invitation

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THE NOTION by cabi FALL 2016



cabi

TREND REPORT

See how we're borrowing from the boys, channeling our inner princess, chilling in style, swinging for the '60s, and getting the blues (in the best kind of way).



#3264
Bloom
Cami
xs-xl



1.



#3197
Skinny
Cord 0-16



#3162
Rosewood
Sweater
xxs-xl



#3298 Here
or There
Belt xs-xl



DVF
Heel



2.

#2073
Pyramid
Charm
Earrings

city boho

Think princess-turned-peasant who never lost her royal sense of style. Even simple outfits get a touch of elegance and grace with beautiful prints mixed up in a country-meets-city kind of way.

1. #3166 Lara Sweater xxs-xl, #3295 Provincial Dress xxs-xl, #2092 Cameo Necklace, #2089 Zelda Cuff (x2) 2. #3300 Duchess Scarf, #3164 Sweetheart Sweater xs-xl, #3252 Stevie Top xs-xl, #3299 Zebra Belt xs-xl, #3193 Dusk Destroyed Skinny 0-16



#3244
Cute Tee
xs-xl



Zara Bag



2.



1.

Zara
Sneakers



#3204
Trek
Jogger
xs-xl



#3184
Mesh-
Back
Jacket
xxs-xl



#3231
Recess
Topper
xs-xl

cabi habit

This fall, we're finally seeing soft knits and comfort stretch fabrics in styles you can truly wear anywhere. Don't be afraid to dress them up or down to meet your style.

1. #3180 Harbor Jacket xs-xl, #3228 Ernest Tee xs-xl, #3211 Sleet Legging (heather gray) xs-xl, #2092 Cameo Necklace 2. #3179 Aspen Vest xs-xl, #3226 Sawyer Tee xs-xl, #3210 Spacedye M'Leggings xs-xl

#2076
Chelsea
Charm
Necklace



1.



Topshop
Heel



#3181
Tartan
Jacket
0-16

nod to mod

Turn to mod styles for that extra touch—a black A-line skirt with a turtleneck and pointy flats—or go all-out in windowpane with a brightly colored top and Chelsea boots!

1. #3174 Ava Jacket xs-xl, #3240 Recess Tank xs-xl, #3203 Windowpane Trousers 0-16, #2089 Zelda Cuff



#2091
Cameo
Earrings



#3218
Utility
Skirt 0-16



#3169
Darby
Cardigan
xs-xl

true blue

Hello Picasso! Indulge in every shade of blue, from deep, rich, and dark, to soft, pale, and heathered. We simply adore this trend on shrunken sweaters, chic skirts, and bold jackets.

2. #3169 Darby Cardigan xs-xl, #3275 Medallion Reign Blouse xs-xl, #3220 Sigmourney Skirt 0-16



Botkier
Clutch



#3268
Poppy
Top xs-xl



#3191
Slim
Boyfriend
00-16

#2089
Zelda
Cuff



2.



#3250
Daisy
Blouse
xs-xl



#2070
Rock Star
Earrings

#2092
Cameo
Necklace

#3168
Cable
Cowl
xs-xl



2.

#3170
Penny
Blazer
xs-xl



Opening
Ceremony
Shoes



boy meets girl

Reach for menswear patterns like herringbone, windowpane, and checks. But don't worry—everything gets a feminine touch, like a nipped-in waist or a bow pocket detail.

1. #3159 Sweater Pea Coat xxs-xl, #3260 Jungle Top xs-xl, #3199 The Scout 00-16, #2075 Jasper Crescent Necklace, #2074 Jasper Bangle 2. #3170 Penny Blazer xs-xl, #3291 It's a Wrap Shirt xs-xl, #3197 Skinny Cord 0-16



#3193
Dusk
Destroyed
Skinny
0-16

#3231 Recess
Topper xs-xl,
#3240 Recess Tank
xs-xl, #3212 Safari
Legging xs-xl,
#2073 Pyramid
Charm Earrings
(as studs), #2090
Zelda Necklace

OPPOSITE PAGE:
#3157 Lace-Up
Sweater xs-xl,
#3211 Sleek
Legging (black)
xs-xl, #2091
Cameo Earrings,
#2092 Cameo
Necklace, #2089
Zelda Cuff



Heels Off

We love dressing up as much as the next girl, but our favorite Fall trend is a new kind of low-key charm that's totally high-style. Set aside those stilettos, chill out, and embrace a brand new definition of chic

photography by James Macari



LEFT: #3165
Napa Vest xxs-xl,
#3290 Waterfront
Shirt xs-xl, #3211
Sleek Legging
(heather gray)
xs-xl, #2073
Pyramid Charm
Earrings, #2089
Zelda Cuff

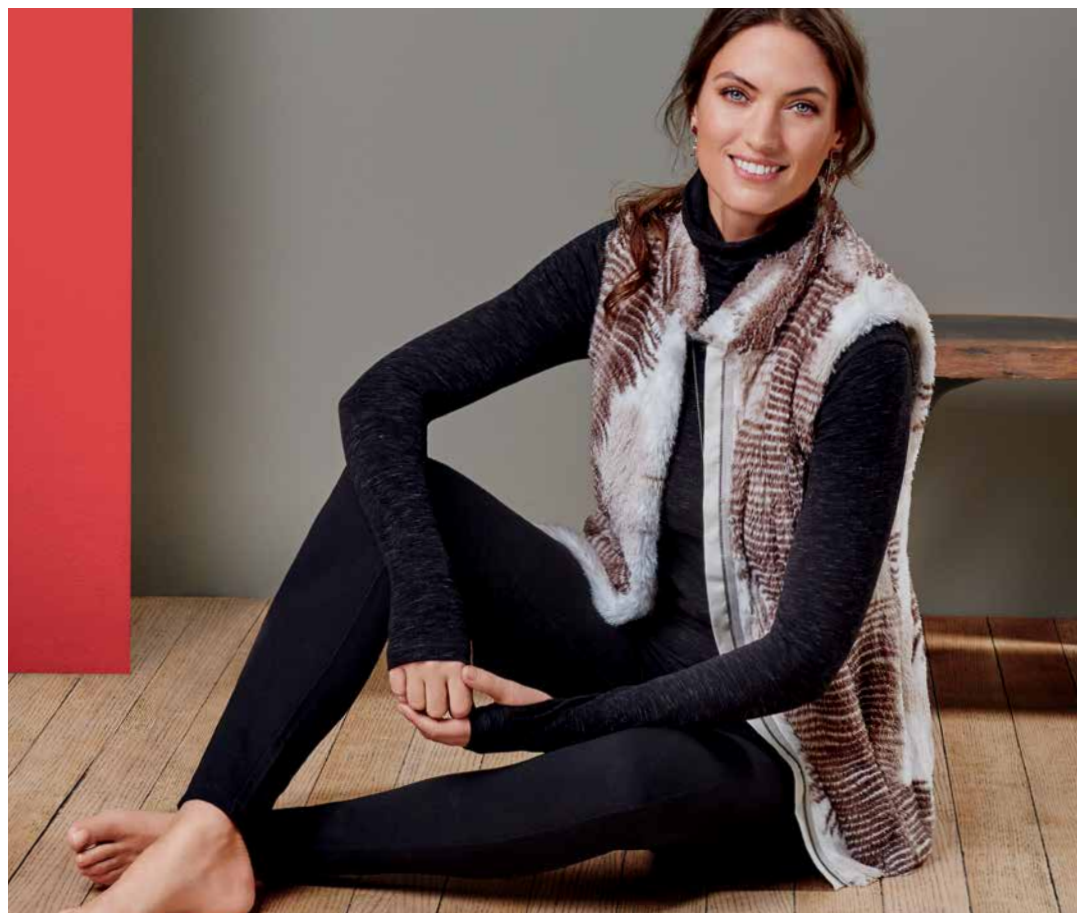
BELOW: #3179
Aspen Vest xs-xl,
#3225 Odyssey
Turtleneck xs-xl,
#3211 Sleek
Legging (black)
xs-xl, #2073
Pyramid Charm
Earrings



ABOVE: #3182 Quilted Jacket xs-xl,
#3228 Ernest Tee xs-xl, #3204 Trek Jogger xs-xl,
#2073 Pyramid Charm Earrings (as studs),
#2072 Pyramid Necklace, #2089 Zelda Cuff

RIGHT: #3161 Shirttail Cardigan (as scarf) xs-xl,
#3245 Taylor Tee xxs-xl, #5067 V-Neck Cami
(cement) xs-xl, #3210 Spacedye M'Leggings xs-xl,
#2073 Pyramid Charm Earrings

News flash: stepping
out in style no longer means
compromising on comfort.
This season, we're celebrating
all things drapey, gauzy,
cozy and knit, and wearing
it way beyond the yoga studio!



3 peat



Some outfits are simply winners. See how four ensembles transform into twelve fabulous looks for endless fall versatility!

photography by Alex Cayley

LEFT: #3173 Windowpane Jacket xxs-xl, #3259 Wraparound Top 0-16, #3220 Sigourney Skirt 0-16, #2073 Pyramid Charm Earrings, #2076 Chelsea Charm Necklace CENTER: #3173 Windowpane Jacket xxs-xl, #3251 Flanders Top xs-xl, #3299 Zebra Belt xs-xl, #3203 Windowpane Trouser 0-16 RIGHT: #3164 Sweetheart Sweater xs-xl, #3290 Waterfront Shirt xs-xl, #3203 Windowpane Trouser 0-16, #2075 Jasper Crescent Necklace, #2074 Jasper Bangle



LEFT: #3166 Lara Sweater xxs-xl, #3266 Jagger Blouse xs-xl, #3211 Sleek Legging (heather gray) xs-xl, #2072 Pyramid Necklace CENTER: #3184 Mesh-Back Jacket xxs-xl, #3255 Split-Back Blouse xs-xl, #3211 Sleek Legging (heather gray) xs-xl, #2091 Cameo Earrings, #2092 Cameo Necklace RIGHT: #3184 Mesh-Back Jacket xxs-xl, #3273 Underline Blouse xs-xl, #3199 The Scout 00-16, #2091 Cameo Earrings, #2089 Zelda Cuff



LEFT: #3175 Outing Blazer 0-16, #3249 Paris Blouse xs-xl, #3193 Dusk Destructed Skinny 0-16 CENTER: #3175 Outing Blazer 0-16, #3271 Venus Top xs-xl, #3201 Ava Trouser (rhubarb) 0-16 RIGHT: #3155 Cobblestone Cardigan xs-xl, #3270 Heartbreaker Top xs-xl, #3201 Ava Trouser (rhubarb) 0-16, #2089 Zelda Cuff



LEFT: #3169 Darby Cardigan xs-xl, #3272 Cleo Top xs-xl, #3299 Zebra Belt xs-xl, #3202 Top-Notch Trouser 0-16 (r/l), #2070 Rock Star Earrings CENTER: #3232 Utility Top xs-xl, #3202 Top-Notch Trouser 0-16 (r/l), #2090 Zelda Necklace, #2089 Zelda Cuff (x2) RIGHT: #3300 Duchess Scarf, #3232 Utility Top xs-xl, #3219 Fiery Skirt 0-16



TOP LEFT:
LEFT: #3169 Darby Cardigan xs-xl, #3276 Zoe Top xs-xl, #3193 Dusk Destructed Skinny 0-16, #2075 Jasper Crescent Necklace, #2074 Jasper Bangle, #2089 Zelda Cuff RIGHT: #3168 Cable Cowl xs-xl, #3274 Foulard Top xs-xl, #3195 Lace Skinny 0-16, #2090 Zelda Necklace

RIGHT:
LEFT: #3165 Napa Vest xxs-xl, #3272 Cleo Top xs-xl, #3191 Slim Boyfriend 00-16, #2073 Pyramid Charm Earrings (as studs) RIGHT: #3163 Reversible Wrap Sweater xs/s; m/l, #3295 Provincial Dress xxs-xl, #3298 Here or There Belt xs-xl, #2091 Cameo Earrings, #2092 Cameo Necklace

BOTTOM LEFT:
#3167 Fergie Turtleneck xxs-xl, #3081 Simple Cami (black) xs-xl, #3197 Skinny Cord 0-16, #2092 Cameo Necklace



OPPOSITE PAGE:
LEFT: #3164 Sweetheart Sweater xs-xl, #3185 Wrap Tee (white) xs-xl, #3203 Windowpane Trouser 0-16, #2091 Cameo Earrings
CENTER: #3300 Duchess Scarf, #3157 Lace-Up Sweater xs-xl, #3195 Lace Skinny 0-16
RIGHT: #3159 Sweater Pea Coat xxs-xl, #3255 Split-Back Blouse xs-xl, #3218 Utility Skirt 0-16, #2075 Jasper Crescent Necklace, #2074 Jasper Bangle (x2)



THE NOTION by cabi FALL 2016



KNIT TOGETHER

Clear your schedule, call your girls: this season, treat yourself to a Sunday afternoon spent lunching, laughing, loving, living...in absolutely fabulous fall knits!

photography by Mark Andrew

cabionline.com 17

#3300 Duchess
Scarf, #3160 Ballet
Sweater xs-xl, #3278
Monaco Cami xs-xl,
#3211 Sleek Legging
(black) xs-xl, #2089
Zelda Cuff, #2074
Jasper Bangle

From oversized
to fitted, and
classic cable cardi to
contemporary cape;
with everything
from neutral hues
to dazzling prints
—we're falling for
sweaters worn
everywhere
for that flawless
finishing touch.



RIGHT: #3161 Shirttail Cardigan
xs-xl, #3242 Bowie Tee xs-xl,
#3299 Zebra Belt xs-xl,
#3201 Ava Trouser
(rhubarb) 0-16, #2089
Zelda Cuff (x3)

TOP LEFT: #3175 Outing
Blazer 0-16, #3251 Flanders
Top xs-xl, #3218 Utility Skirt
0-16, #2089 Zelda Cuff,
#2074 Jasper Bangle

BOTTOM LEFT: #3158 Camo
Pullover xs-xl, #3244 Cute
Tee xs-xl, #2072
Pyramid Necklace



fan the flames

There's a new
kid on the block
and she's red-hot.
Give your wardrobe
a little spark with
ravishing reds
in every shade
from fire engine
to Bordeaux.

photography by Dean Isidro

LEFT: #3175
Outing Blazer
0-16, #3271
Venus Top
xs-xl, #3203
Windowpane
Trousers 0-16

RIGHT: #3155
Cobblestone
Cardigan
xs-xl, #3258
Cameo Top
xs-xl, #3201
Ava Trousers
(rhubarb) 0-16,
#2072 Pyramid
Necklace

This fall, we're standing out in stunning crimson jackets, scarlet cardis that pop, camo that'll never blend in, and sizzling statement sheaths all mixed together for a striking head-to-toe look.

#3173
Windowpane
Jacket xxs-xl,
#5067 V-Neck
Cami (fiery) xs-xl,
#3298 Here or
There Belt xs-xl,
#3219 Fiery
Skirt 0-16,
#2073 Pyramid
Charm Earrings,
#2076 Chelsea
Charm Necklace

LEFT: #3158
Camo Pullover
xs-xl, #3218
Utility Skirt
0-16, #2090
Zelda Necklace,
#2089 Zelda
Cuff (x2)

RIGHT: #3155
Cobblestone
Cardigan xs-xl,
#3251 Flanders
Top xs-xl,
#3299 Zebra
Belt xs-xl,
#3202 Top-
Notch Trouser
0-16 (r/l),
#2072 Pyramid
Necklace



#3229 Relax Tee xxs-xl,
#3193 Dusk Destroyed Skinny 0-16,
#2075 Jasper Crescent Necklace,
#2074 Jasper Bangle

DUSK

DESTRUCTED

SKINNY

Black fill is the latest innovation. The rich indigo hue with the black looks so new and current.



#3182 Quilted Jacket xs-xl,
#3185 Wrap Tee (white) xs-xl,
#3191 Slim Boyfriend 00-16, #2091 Cameo Earrings,
#2092 Cameo Necklace

SLIM BOYFRIEND

Gorgeous blue-gray denim, subtly distressed to look like you've had them for years.

NOT YOUR USUAL BLUES

Fall semester is now in session, and this seminar's subject is Denim Modernism. You aced the classics—time to study up on four fresh washes guaranteed to make old blues new.

photography by Dean Isidro



#3225 Odyssey Turtleneck xs-xl,
#3299 Zebra Belt xs-xl, #3189 New Crop 0-16,
#2076 Chelsea Charm Necklace

NEW CROP

This jean will have a rich black look for years to come.



#3291 It's a Wrap Shirt xs-xl, #3195 Lace Skinny 0-16, #2090 Zelda Necklace,
#2089 Zelda Cuff (x2)

LACE SKINNY

The ultimate feminine pant—with an intricate navy and black lace print, rinsed down for softness.

#3179 Aspen Vest xs-xl,
#3266 Jagger Blouse xs-xl,
#2075 Jasper Crescent Necklace,
#2070 Rock Star Earrings,
#2074 Jasper Bangle (x2),
#2089 Zelda Cuff (x2)

sitting pretty

photography by James Macari



Refocus
your workweek
wardrobe around
head-turning
tops, statement
shrugs, and
audacious
accessories
for a whole
new style that
redefines desk-
to-dinner dressing.

#3176 Convertible Jacket xs-xl, #3271 Venus Top xs-xl,
#3211 Sleek Legging (black) xs-xl, #2073 Pyramid Charm Earrings (as studs),
#2072 Pyramid Necklace, #2089 Zelda Cuff (x2)



#3159 Sweater Pea Coat xxs-xl,
#3265 Ruffle Tank xs-xl, #3191 Slim Boyfriend 00-16,
#2073 Pyramid Charm Earrings,
#2090 Zelda Necklace, #2089 Zelda Cuff (x3)

We love a
head-to-toe
look, but
let's face it:
From Monday
to Friday, nine
to five, it's
all about the
waist up!



#3290 Waterfront Shirt xs-xl, #2091 Cameo Earrings,
#2092 Cameo Necklace,
#2074 Jasper Bangle (x2),
#2089 Zelda Cuff (x2)





WRAP GENIUS

This season, get totally wrapped up in a fresh new way to accentuate your waist with pieces that nip, cinch, and smooth your silhouette. The best part? Some of these styles were designed to be worn many different ways.

photography by Dean Isidro

LEFT: #3243 Beyond Tee xs-xl, #3219 Fiery Skirt 0-16, #2091 Cameo Earrings, #2092 Cameo Necklace CENTER: #3174 Ava Jacket xs-xl, #3259 Wraparound Top 0-16, #3189 New Crop 0-16, #2089 Zelda Cuff RIGHT: #3291 It's a Wrap Shirt xs-xl, #3299 Zebra Belt xs-xl, #3220 Sigmourney Skirt 0-16, #2089 Zelda Cuff, #2074 Jasper Bangle (x2)

LEFT: #3157 Lace-Up Sweater xs-xl, #3201 Ava Trouser (black) 0-16 CENTER: #3178 Drafting Vest xs-xl, #3266 Jagger Blouse xs-xl, #3298 Here or There Belt xs-xl, #3201 Ava Trouser (rhubarb) 0-16, #2089 Zelda Cuff RIGHT: #3160 Ballet Sweater xs-xl, #3081 Simple Cami (black) xs-xl, #3203 Windowpane Trouser 0-16, #2073 Pyramid Charm Earrings (as studs), #2072 Pyramid Necklace, #2074 Jasper Bangle



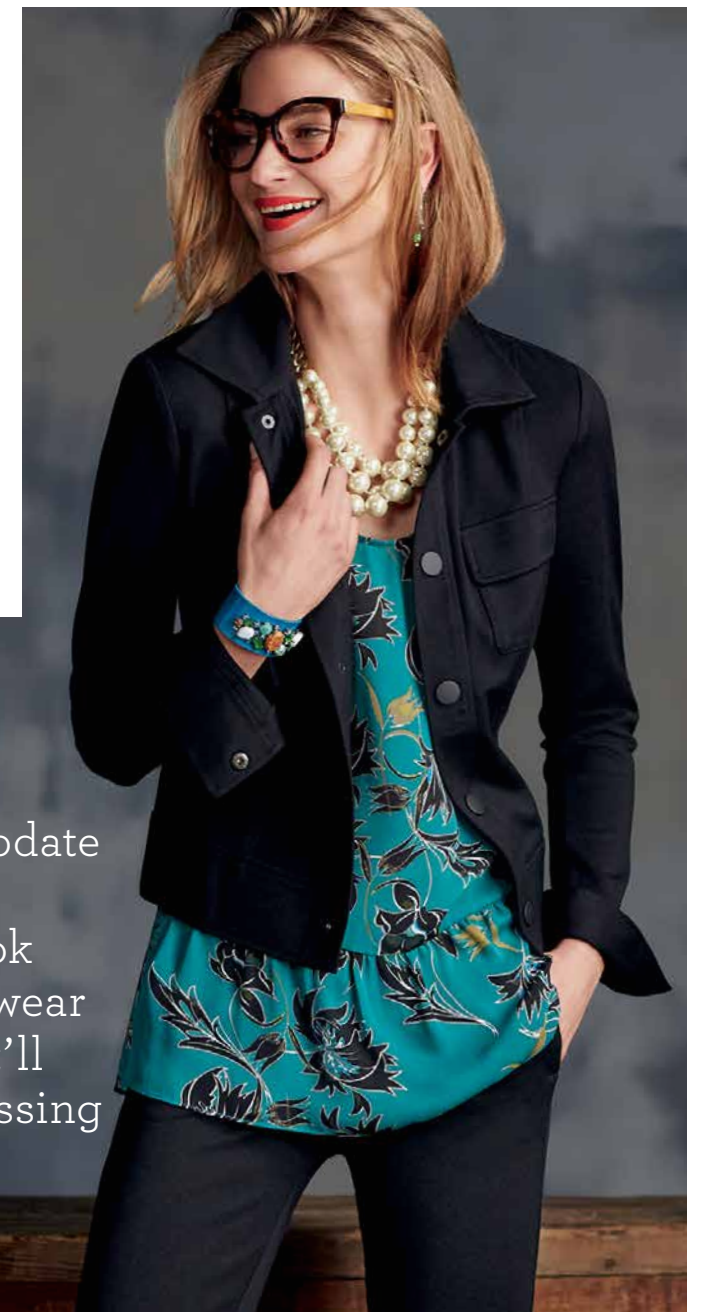
C(hic).E.O.

photography by Patric Shaw



TOP: #3169 Darby
Cardigan xs-xl, #3268
Poppy Top xs-xl, #3299
Zebra Belt xs-xl, #3202
Top-Notch Trouser 0-16
(r/l), #2070 Rock Star
Earrings, #2090 Zelda
Necklace, #2089
Zelda Cuff

BOTTOM: #3174 Ava
Jacket xs-xl, #3276
Zoe Top xs-xl, #3201
Ava Trouser (black) 0-16,
#2070 Rock Star Earrings



Calling all
corner office
contenders.
Before you update
your email
signature, look
for an office-wear
overhaul that'll
have you dressing
for the role
you deserve.

OPPOSITE PAGE:
#3178 Drafting Vest
xs-xl, #3225 Odyssey
Turtleneck xs-xl,
#3299 Zebra
Belt xs-xl, #3202
Top-Notch Trouser
0-16 (r/l), #2075 Jasper
Crescent Necklace,
#2074 Jasper Bangle



LEFT: #3173 Windowpane
Jacket xxs-xl, #3232
Utility Top xs-xl, #3203
Windowpane Trouser
0-16, #2091 Cameo
Earrings, #2092 Cameo
Necklace, #2074
Jasper Bangle (x2),
#2089 Zelda Cuff



RIGHT: #3181 Tartan
Jacket 0-16, #3272
Cleo Top xs-xl, #3220
Sigourney Skirt 0-16,
#2070 Rock Star
Earrings, #2089
Zelda Cuff, #2074
Jasper Bangle

OPPOSITE PAGE:
#3176 Convertible
Jacket xs-xl,
#3260 Jungle Top
xs-xl, #3218 Utility
Skirt 0-16, #2075
Jasper Crescent
Necklace, #2074
Jasper Bangle (x2),
#2089 Zelda Cuff



Break up
classic suiting
with splashes
of color, embrace
adventurous
prints for
added pop,
and always
show up ready
to take notes.



prints charming

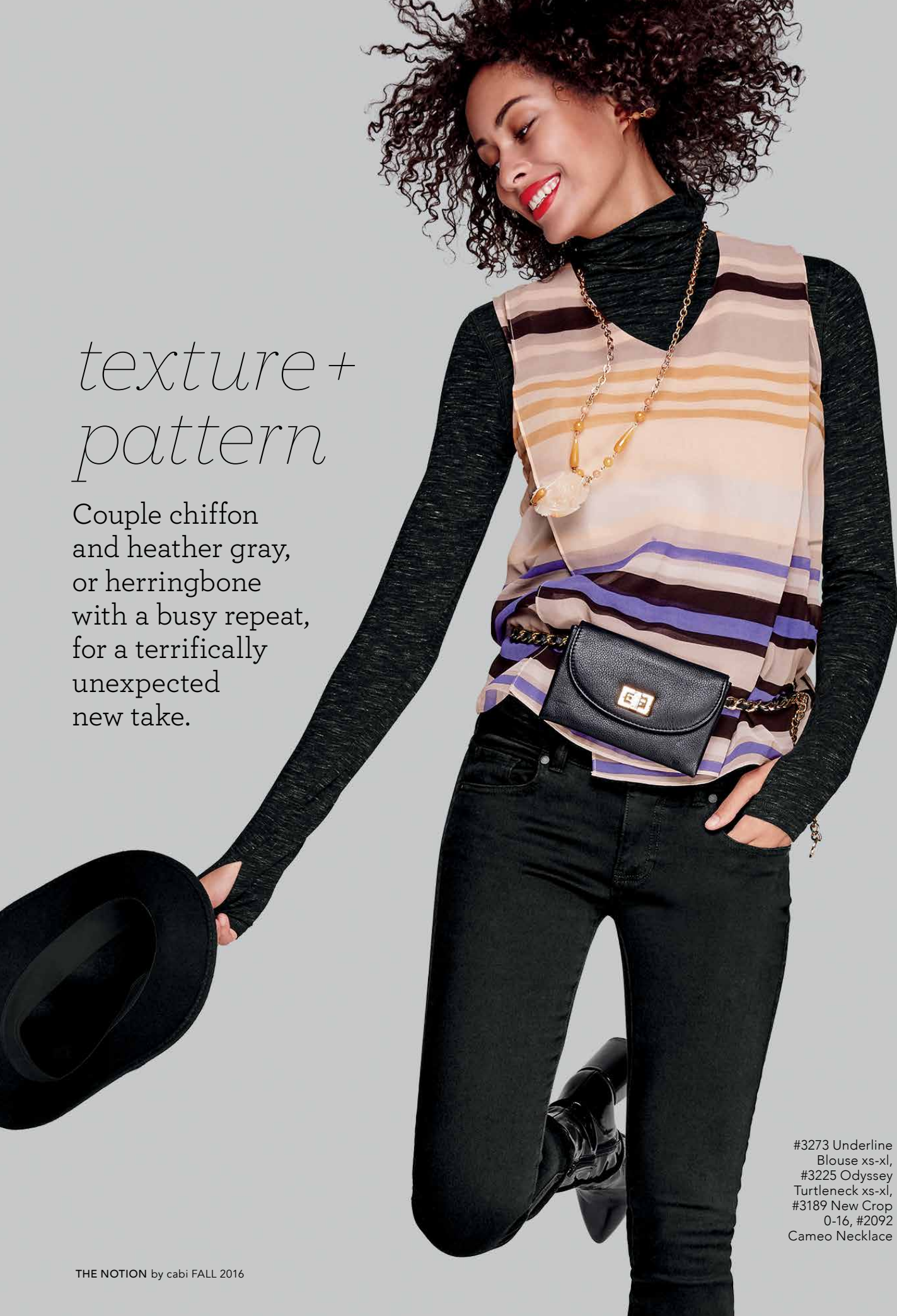
This fall, prints swooped in and stole our hearts. Embrace the fearless pattern trend by bravely mixing and matching prints for a chic, playful twist.

photography by James Macari



texture + pattern

Couple chiffon and heather gray, or herringbone with a busy repeat, for a terrifically unexpected new take.



#3273 Underline Blouse xs-xl,
#3225 Odyssey Turtleneck xs-xl,
#3189 New Crop 0-16, #2092 Cameo Necklace



LEFT: #3300 Duchess Scarf, #3181 Tartan Jacket 0-16, #3275 Medallion Reign Blouse xs-xl, #3197 Skinny Cord 0-16, #2091 Cameo Earrings

RIGHT: #3170 Penny Blazer xs-xl, #3252 Stevie Top xs-xl, #3193 Dusk Destroyed Skinny 0-16, #2070 Rock Star Earrings, #2075 Jasper Crescent Necklace, #2074 Jasper Bangle, #2089 Zelda Cuff

ESSIE
Nail Polish
After School
Boy Blazer

BOLD BROWS & A PINK POUT

NARS Audacious Lipstick Angela

ESSIE
Nail Polish
Jelly
Apple

SOFT WAVES

LOOSE TOP-KNOT

ESSIE
Nail Polish
Wicked

NARS Audacious Lipstick Natalie

MATTE RED LIPS

ESSIE Nail Polish Mochacino

TOUSLED BRAIDS

ALL ABOUT YOU

This season's must-love hair is inspired by your natural texture: soft waves, tousled braids, and loose top-knots. Keep your makeup classic—strong brow, clean eyes, and statement lips...but go wild with your nails! Think dazzling, glittery nail art or rich, all-eyes-on-me moody hues—both work beautifully.

cabi

cabionline.com

cabi



*Our women have changed the retail game.
We've come together for a common purpose.*

The year was 2001, and the world of retail had women leaving the mall deflated by the anxiety and inefficiency of endless, isolated browsing. Clothing designer Carol Anderson began wondering if there was a way to better serve women by giving them the focus, help, and guidance they desired. She had a devoted following of women across the country and thought if she could just circumvent the store process by providing full, unedited collections directly to the women she designed for, shopping would forever be changed.

At the same time, management consultant Kimberly Inskeep had the realization that there was a growing need to help women fulfill their desires for a more flexible career amidst the growing demands of life. As Carol and Kimberly talked about how women needed both a better way to shop and a better way to work, an idea surfaced. Could these two needs be met by one solution? They asked ten like-minded

friends to brainstorm with them and, although they didn't know it at the time, they were quietly transforming the retail industry through what became the cabi Fashion Experience.

By bringing a uniquely styled clothing line to a home setting, women received an opportunity to hear about the hottest trends and discover their true style in the company of close friends. Our trained cabi Stylists transform that looming question of "What do I wear?" into an occasion to enter one's closet with a sense of boldness, confidence, and fun. Our customers build functional wardrobes that are so completely "them," while at the same time, supporting a woman as she builds a substantial career that lets her call her own shots.

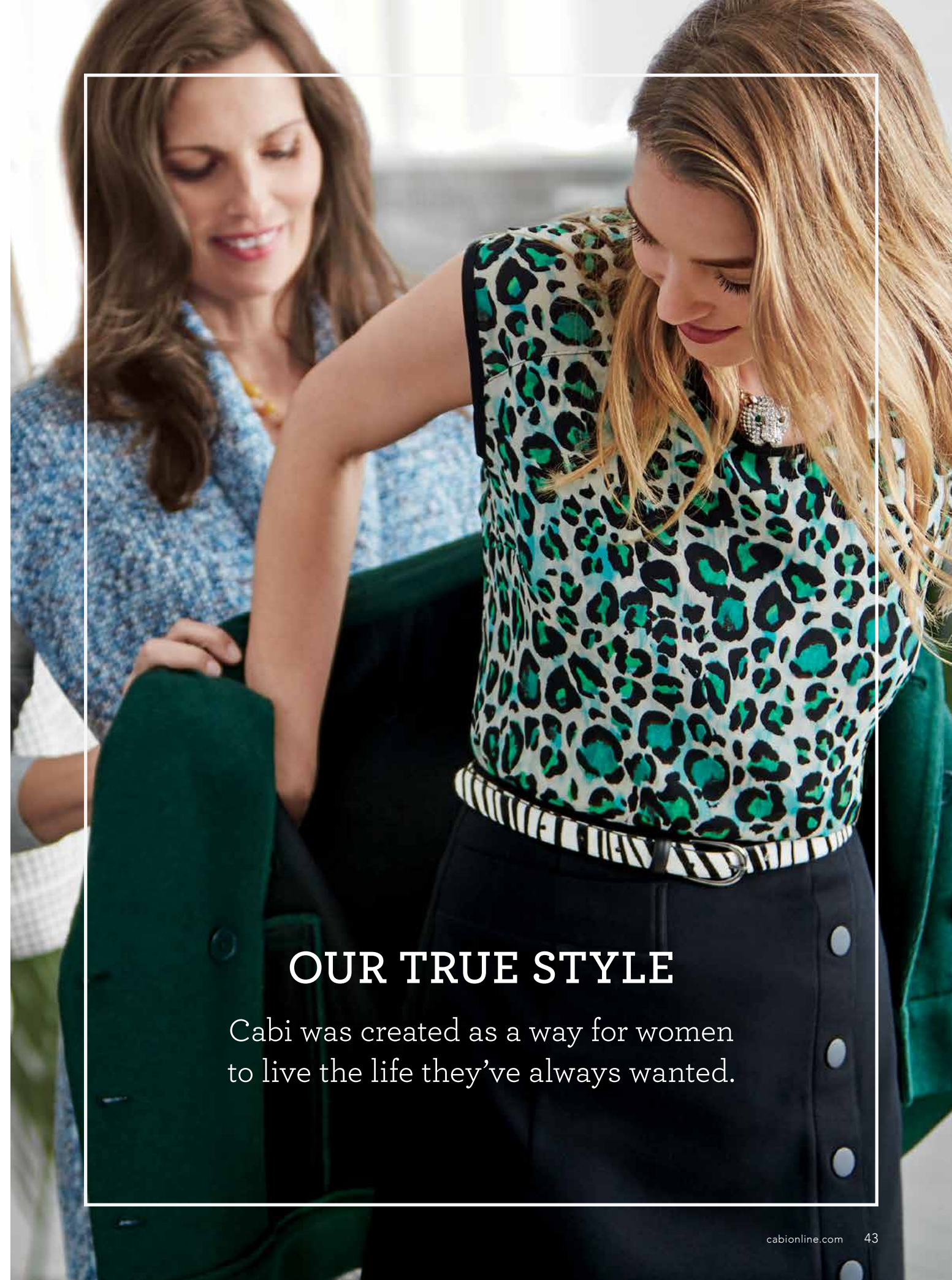
During their early brainstorming sessions, there was one phrase Carol, Kimberly, and the ten cabi Founders kept in front of them as a source of inspiration: "...Affect lives through relationships." This became cabi's Creed. So much of retail is about

just making another sale, and cabi set out to be much more than that. The opportunities to shop these days—whether online or at the mall—are endless, but the opportunity to form meaningful bonds between women is a unique part of the cabi Fashion Experience.

From 12 founding women to thousands of cabi Stylists today, it's official: Our women have changed the retail game. We've come together for a common purpose: Developing a culture centered on women helping women—serving rather than selling, collaborating rather than competing, and transforming not transacting.

This transformative spirit has caused a ripple of goodness that extends so much further than one community. Cabi's living legacy is not only the lives transformed in living rooms, but also the women's lives transformed around the world. Believing that true beauty is found when we live selflessly and give generously, The Heart of cabi Foundation is dedicated to serving and empowering women in need, providing entrepreneurial opportunities for women in developing countries in collaboration with Opportunity International.

From humble beginnings with a dozen visionaries to additional leadership joining the team to serve a vast network of inspired and empowered women, cabi's story is a story of connection. Together is how we can help one another, whether that's instilling a sense of exhilaration into the art of getting dressed or giving a woman the tools and confidence to start her own business. Our true style—whether in fashion or in life—is discovered when we're connected. ●



OUR TRUE STYLE

Cabi was created as a way for women to live the life they've always wanted.



OLD FRIENDS & NEW BEGINNINGS

A Stylist, her Hostess, and one long-distance friendship that knows no bounds.

photography by Daniel Hennessey

Somewhere between cutting her wedding cake and jetting off to a honeymoon in sunny Antigua, it hit her: Mara Riddle was leaving Utah. “My husband, Aron, works as a financial planner, and he loves his job. When the opportunity to advance his career came with the caveat of moving to Reno, there was no question we were going to take it.” But the move made her nervous. “Our whole comfort zone, our friends, our network, our people—they’re in Utah.” Little did Mara know she was at the very beginning of an empowering adventure, one that would ultimately bring her closer to friends and family in spite of the many miles between them.

Arriving in Reno, the Riddles struggled to adapt to their new environment. “We really had to bulk up on our communication and partnership skills.” One short year later, they were moving again. But this time the move was taking them further afield, all the way to the East Coast...all the way to Georgia.

“It was a big question mark for me. I was trying so hard to be his cheerleader, his support system, but I also didn’t know what I was going to be doing there—what that would look like for me as a newlywed, not knowing a single soul in a new town for the second time.” Not long after arriving in Georgia, Mara began working as a banker.

Mara was committed to putting down roots in Georgia, building a community, and recapturing the friendships she’d left behind. As she grew closer to both her coworkers and regular customers, there was one person in particular with the potential to be a best friend. That



Mara Riddle
cabi Stylist

“The best thing about the season for me was this new network of women that supported me.”

person was Georgia Hine.

Georgia was a regular customer of Mara’s. “The first time we met, I immediately had the biggest friend-crush on her. It was like love at first sight, and a part of me just knew we’d be close.” Every time Georgia came in, Mara would marvel at her spectacular sense of style.

One day, Georgia walked into the bank wearing a pair of white jeans

that Mara absolutely loved, and she finally built up the courage to ask how she had such great fashion sense. The answer seemed too good to be true. “I said, ‘Let me get this straight: you roll a designer clothing collection into women’s homes, give them styling ideas, and they all buy clothes?’ A million light bulbs started going on in my head.” Mara booked her first Fashion Experience

right there in the bank.

She invited everyone she knew, all her new friends from the bank, friends from around town. She even cornered her husband into inviting his co-workers and their wives. This was when everything began to change for the Riddles, when Georgia (the place) started to feel more like home... thanks in no small part to Georgia (the person).

“My husband and I feel so passionately about quality relationships. We wanted to rebuild the network we had in Utah. But in order to get that sense of comfort, we had to first get a little uncomfortable.” Twelve women,

who just months earlier had been total strangers, attended her Fashion Experience. Mara recalls sitting there as Georgia presented, thinking, “This is brilliant!”

A week later, Mara attended her first cabi Community & Career Gathering, and she began to see how she could build a community around a cabi business of her own. But at this moment in her life, she was already in school and banking full-time, and she wondered if she could have these three plates spinning all at once. She decided to give it a try, but not before consulting her husband.

Aron’s advice was the same

approach he took with his financial clients: “If you’re gonna do cabi, I fully support you, but you have to commit to doing it for 5 years. In finance, if you’re starting your own business you have to commit to it long enough to see the positive effects and not let the first year get you down.” From then on, it was full steam ahead.

Mara apprenticed with Georgia in Fall 2013. During her apprentice season, she traveled back to Utah with the Collection and told everyone about her new business. One of those people was an old friend, Erica Baiden. The two had met 9 years earlier and remained close. Erica had since

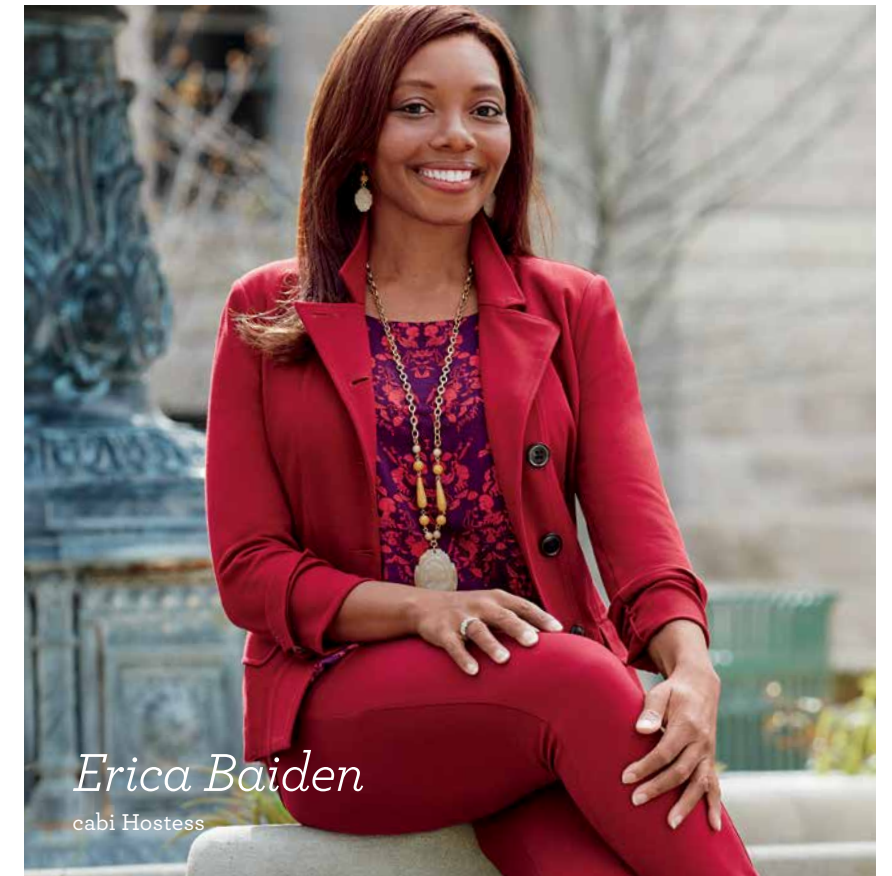
become a doctor working at a family practice in Utah, and she’d quickly learned the critical role that fashion played in her career.

“Patients form an impression of me based on my appearance before I even say hello. Cabi clothing gives me the look of confidence and competence needed to connect with patients, young and old.”

When Mara showed up in Utah with cabi clothes, Erica was immediately hooked. “Mara has always had a knack for style, so all our friends were immediately onboard.” Erica became a Hostess that season and has hosted for Mara ever since. “Hosting with cabi is easy. It’s just simple snacks and inviting friends—the shows practically host themselves,” says Erica.

But it wasn’t just the fashion and time with her friends that Erica so deeply appreciated about hosting a cabi Fashion Experience. It was the opportunity to give back, a value that speaks deeply to her calling as a caretaker. “None of us even question when asked to round up [our order through Make a Change] or consider the more expensive piece; cabi’s philanthropic efforts have been a huge part of why my friends and I keep on coming back. It has the power to reach so many people around the world and give them that same sense of confidence and self-worth that we get when wearing cabi clothing. Giving women the opportunity to have their own business through W.E. are cabi, and carry that confidence forth in their own countries, their neighborhoods, their towns—that’s a truly special thing to support.”

Mara had 27 shows her first season, and in the midst of all her success, she found out she was pregnant.



Erica Baiden
cabi Hostess

“I was nervous, coming off this über successful season, knowing I couldn’t keep a fourth plate spinning,” recalls Mara. Between banking, school, cabi, and now motherhood, something had to give. “I didn’t necessarily know my bigger purpose for doing cabi early on—I thought it would be fun, and I’d make friends—but then after my first season, finding out I was pregnant, I realized how the future could look: cabi and family.”

With the arrival of a baby girl, she reveled in having a career that was so flexible. But even more than that, she loved who her career brought into her life. “The best thing about that season for me was this new network of women who supported me. Georgia helped throw my baby shower; the people I met through cabi had become my people.” But Mara never forgot about her people back in Utah, and no matter how busy

she got with baby Elsie, she always found time to host virtual shows over FaceTime whenever she couldn’t fly back to host in person, keeping friends like Erica perfectly styled, no matter what. Perhaps the biggest fan of these virtual shows was Mara’s mother, who joined as her first team member in Fall 2014.

“My mom and I look forward to sharing a room at The Scoop, and I travel to Utah once a season. Four times a year we have guaranteed mother-daughter time,” Mara says. All the way from her new home in Georgia, Mara has been able to stay close with friends like Erica, deepen her relationship with her mother in Utah, and build a community in both places while supporting women around the world. That, Mara and Erica agree, is what makes the cabi Experience truly special. ●



Mara, Aron and Elsie Riddle
cabi Stylist and her family



WOMEN HELPING WOMEN AROUND THE WORLD

photography courtesy of Opportunity International

We've all felt it—that restless feeling, wondering if our life is making any significant difference. It was that question that motivated cabi's Founders to carefully craft a business that would provide an opportunity to contribute to something bigger than themselves. They sensed other women would find cabi to be worthwhile. The more it included the transformative power of women helping women, the more they believed these connections would stir a ripple of goodness that would extend far beyond The cabi Experience.

The reach they envisioned deepens with each passing day. Today, cabi's

efforts to impact women have spread well beyond living rooms, delivering transformation into the lives of women in the developing world, giving them a message of hope and freedom through entrepreneurship.

We proudly launched our W.E. are cabi Program in 2015, a one-for-one microlending program that connects our cabi entrepreneurs to entrepreneurs in the developing world through Opportunity International, a global nonprofit microfinance organization. As each cabi Stylist starts her business, we fund a small business loan for a woman building her own business, making them "sister entrepreneurs"

growing their businesses together.

W.E. are cabi is the manifestation of our desire to "do well in order to do good." It was this sentiment that led Carol Anderson to create The Heart of cabi Foundation in 2005 as a meaningful counterpart to the opportunity we provide our women. "Cabi Stylists have the opportunity to realize their dreams through starting a business to support a better financial future for their families and communities. We are so proud to extend that transformational opportunity to women around the world," said cabi Chief Executive Officer Lynne Coté.



THE FOUNDATION'S
MISSION IS TO ENCOURAGE
AND EMPOWER WOMEN IN NEED.



CELEBRATING 11 YEARS OF GIVING!

\$44.5 Million in clothing distributed

7600 Small business loans funded

107 U.S. Communities served

60 Countries impacted

Countless lives changed

For women living in the endless cycle of poverty, a small business loan is an open door to a new life—a gift that affirms, “You are valuable, worthy, and have potential to build a life you had never dreamed of.” Our loan recipients feel the liberating power of entrepreneurship, which gives them the ability to change the trajectory of their lives through a business filled with dignity and respect.

Based on our training philosophy for cabi Stylists, our Opportunity International entrepreneurs receive tools and training in leadership, marketing, and sales, and have the relational support of mentors and peers, as we believe it is in community that women reach their greatest potential for success.

“Women are such relational creatures, and when they leverage community bonds as they build a business, those relationships can transform lives,” said cabi Founder, President, and Chief Culture Officer Kimberly Inskeep. “This is as true for cabi Stylists as it is for the woman opening a dress shop in Rwanda, and this is how one woman can ultimately transform an entire community for generations to come.”

As each small business loan is repaid, it ultimately turns into five loans over time, greatly extending the impact of each cabi Stylist. Beyond W.E. are cabi, small business loans are also funded through our Make a Change Program, where customers round their orders up to the nearest dollar and donate the change. Through unified efforts in our community, each year we support the businesses of thousands of women all over the world.

Because women have given

generously over the years, the Foundation has donated over \$44.5 million in clothing to communities around the world. To date, cabi Stylists have been integral in distributing clothing to women affected by natural disasters across the country through Heart of cabi Foundation events.

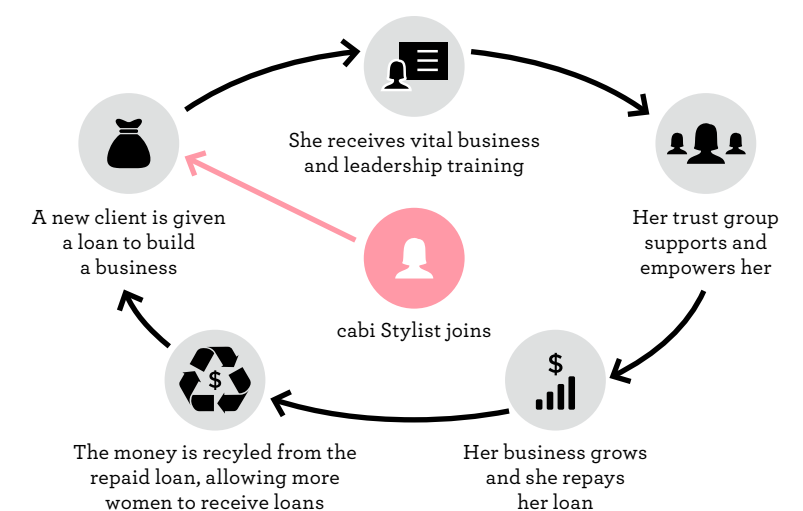
At cabi, we do not seek success for success’ sake, but rather we seek

success because it enables us to passionately care for the well-being of women across the globe—to do well in order to do good. Our living legacy is to be women entrepreneurs helping women entrepreneurs. United around that purpose, together we can feel the deep fulfillment of being difference-makers for women all over the world. ●

*Our living legacy is to be women entrepreneurs
helping women entrepreneurs.*



HOW IT WORKS





Kimberly Inskip

NOT JUST “DIFFERENT” BUT ELEGANTLY DIFFERENT

Ensuring our pursuit of something different truly leads to something better.

by Kimberly Inskip, cabi Founder, President & Chief Culture Officer

As the cabi team prepares for each season, we take considerable time to observe trends and current interests which might serve as valuable inspiration for those we’ll connect with during the season. It was fun to reflect on how, for almost thirty seasons, we have found quite different forms of inspiration each time. And so, as we approached Fall ’16, we were intrigued to find ourselves inspired by the very idea of “different” itself.

From our earliest days, the cabi team has determined to be remarkably *different* from the traditional world of fashion and retail, and this season, our Design and Marketing Teams once again proclaimed our distinctive differences through our Collection and the captivating setting of Tokyo, where it was brought to life.

Their pursuit of *different* inspired

me to consider how that concept lives meaningfully in our day-to-day lives. Why are we drawn to *different* pursuits? Why are they important? Why do we resist them?

As I reflected, it was plain to see my life’s greatest stories, adventures, growth times, and victories have all come through pursuing something markedly and unequivocally... *different*. Diving far outside my common experience, comfort, and natural abilities is what has shaped me.

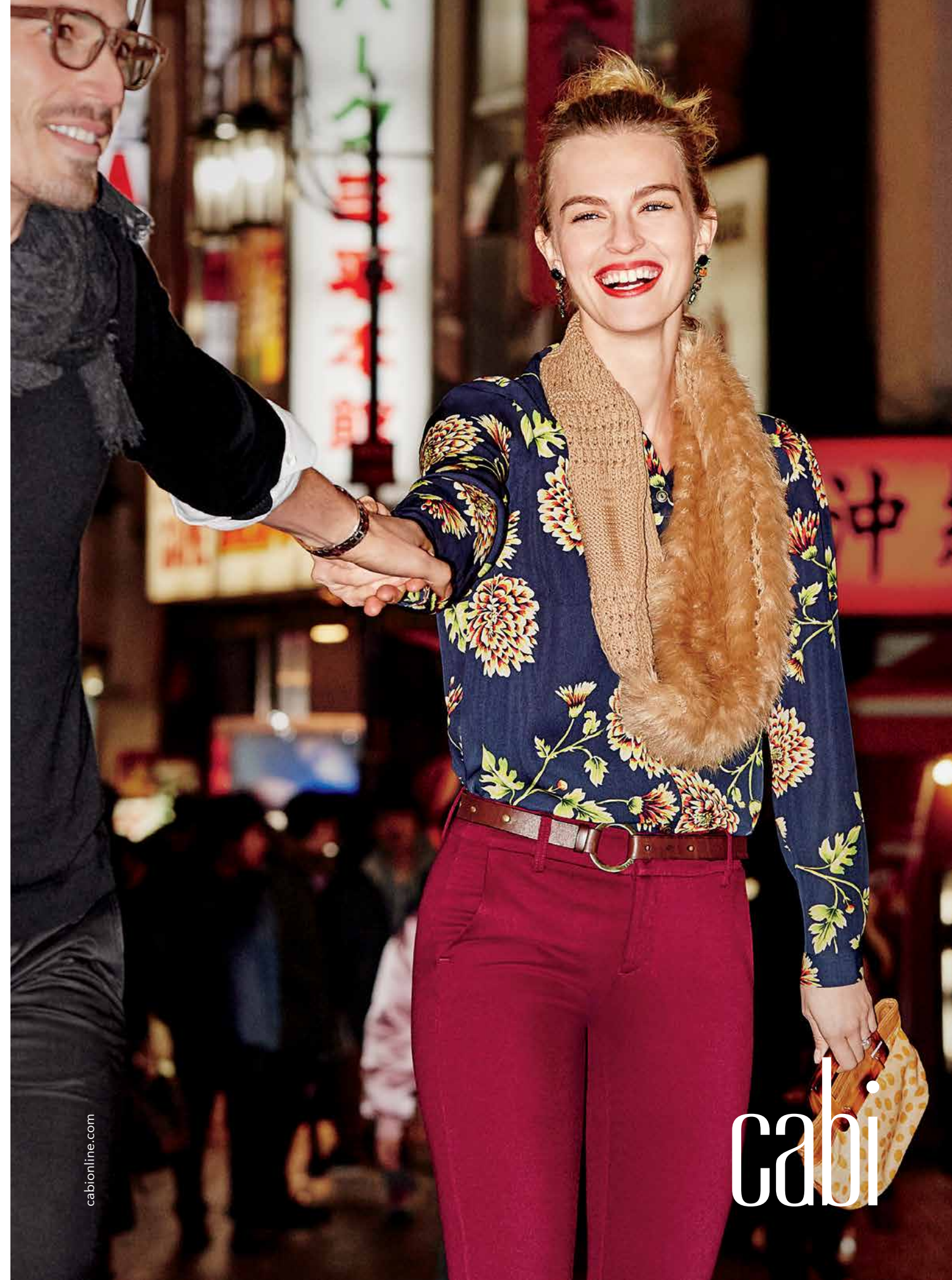
And yet, not all things “different” bring value. Different for different’s sake can quickly lose luster as the newness wears off, often causing us to jump to a new “different.” Much time, money, and even relationships are thrown away as the result of one’s unsatisfied quest for something different. I wince

thinking back on those times in my own life when I quickly jumped from one “different” to another, impatient for the results I sought to achieve. Or, when I was on a track toward learning something totally different and worthwhile, but I all too quickly exchanged it for the security of sameness.

The fact is, there is something in each of our hearts that longs for tomorrow to be better than today. We long for *different*. Yet we know, deep down, it takes courage—and elegance (yes, elegance)—to make choices that truly engender a better life. It is fascinating that the Latin word for elegance, *eligere*, conveys the concept of “selection,” suggesting elegance is not a projected air, but a lifestyle of carefully curated choices that add a value not previously present. It would seem, then, that the process of elegance is what gets us to that *different* we’re really after.

Think about the time in your life when you chose a road to something better; you no doubt had to do something *different*, making it all the more important that your choice had been carefully curated. This is because while you were “doing different,” it likely felt foreign, awkward, and anything-but-elegant for quite some time, and you may have been eager to find an off-ramp. And in these moments, it feels so much more elegant to cling to sameness and appear as though we have it all together. But, if we courageously live with the discomfort of pursuing something *different* for a time, we will uncover a deeper significance, a new strength, even a bigger world... and ultimately, the better life we are after.

For as we *do* elegantly different, we *become* elegantly different. ●



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*the pursuit of your personal style
begins, continues, never ends.*

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