

the notion

issue 2
spring 2016

by **cabi**

*a magazine
of style,
opportunity
& purpose*

Capri



cabinline.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*.

cabi



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Carol Anderson
by invitation

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TREND REPORT

We're springing into the season and cleaning out our closets to make room for these new faves!



#5094 Cruise Jacket 0-16 \$159, #5072 U-Neck Tee xs-xl \$76, #5087 Destructed Skinny 0-16 \$119, #5055 La Belt s-l \$26

#2059 Locket Necklace (as bracelet) o/s \$118, #5056 Flora Scarf o/s \$49, #5064 Boat Stripe Tee xxs-xl \$89, #5077 Mariner Trouser 0-16 (R/L) \$129

Smooth Sailing

Make a splash this spring and anchor any ensemble like striped tees, double-breasted jackets, and high-waisted trousers.

#2055 Dolce Charm Necklace o/s \$59, #5010 Sorrento Cardigan xs-xl \$129, #5070 Asymmetrical Tank (charcoal) xs-xl \$79, #5075 Marble Pant xs-xl \$98



#5020 Fiore Top xs-xl \$89, #5080 Mesh M'Leggings xs-xl \$79



Summer Blackout

Don't be afraid to mix black into your spring/summer wardrobe for unexpected added chic. Bonus points for playing with pattern and florals.



#5008 Piccolo Shrug xs-xl \$79, #5032 Bella Top xs-xl \$86, #5086 New Crop 0-16 \$109



#2064 Helios Necklaces (as single) o/s \$118, #2067 Helios Cuff o/s \$79, #5059 Crop Top xs-xl \$76, #5088 Slimmie 0-16 \$109

Cream of the Crop

Less is more! Go ahead and show off in newly proportioned favorites like shrugs, crop tops, and ankle-grazing denim for a flirty new look.



#5097 Verde Jacket xs-xl \$119, #5036 Gemma Top xs-xl \$109, #5084 Citron Skinny 00-16 \$109



Twist of Lime

Whoever said it's not easy being green hadn't tried these shades. Pair citron or army with jelly bean and wear them as neutrals...everywhere!



#2062 Lagoon Earrings o/s \$58, #2055 Dolce Charm Necklace o/s \$59, #5045 Luisa Tank xs-xl \$69, #5011 Loren Sweater xs-xl \$119, #5076 Traveler Pant 00-16 \$119



#2055 Dolce Charm Necklace o/s \$59, #5001 Siesta Poncho xs/s; m/l \$139, #5065 Limoncello Tank xs-xl \$65, #5089 Destroyed Slim Boyfriend 00-16 \$119

Beyond Boho

Flowy, lacy, patterned, and floral...but with a texture, shape, and flare that scream 2016. We adore these chic new pieces!



#5026 Capri Top xs-xl \$139, #3081 Simple Cami (nude) xs-xl \$36, #5053 Isabel Skirt xs-xl \$79

Left: #2057 Villa Necklace
(as bracelet) o/s \$138,
#5093 Lido Jacket xs-xl
\$169, #5030 Blossom Top
xs-xl \$89, #5051 Lido
Skirt 0-16 \$89

Center: #2064 Helios
Necklaces (as single)
o/s \$118, #5033 Campo
Top xs-xl \$86, #5073
Capote Trouser 0-16 \$109,
#5016 Michelle
Cardigan xs-xl \$109

Right: #2056 Dolce
Charm Earrings o/s \$39,
#2059 Locket Necklace
(as choker) o/s \$118, #5094
Cruise Jacket 0-16 \$159,
#5071 Sleeveless Double
Drape Tee xs-xl \$76,
#5077 Mariner Trouser
0-16 (R/L) \$129

EAST TRACK

Your brilliant career has you running
from meeting to meeting, taking
charge of the city, and calling the shots.
The only question that remains:
Can your closet keep up?

photography by Mark Andrew



Wear black and white suits with splashes of seasonal color on bold new blouses, jackets, dresses, and more. Time to promote your workweek wardrobe to VP status!

This Page: Left: #2055 Dolce Charm Necklace o/s \$59, #5099 Cliffside Jacket xs-xl \$129, #5042 Marisa Top xs-xl \$129, #5078 Go-To Trouser 0-16 \$119 Right: #2064 Helios Necklaces (as single) o/s \$118, #5010 Sorrento Cardigan xs-xl \$129, #5043 Linea Cami xs-xl \$79, #5052 Run Around Skirt xs-xl \$89

Opposite Page: Left: #2057 Villa Necklace (as choker) o/s \$138, #5014 Cobblestone Cardigan xs-xl \$98, #5049 Fresco Dress xs-xl \$98 Right: #5096 Piazza Jacket xs-xl \$129, #5040 Isla Cami xs-xl \$69, #5079 Piazza Pant xs-xl \$119



#2056 Dolce Charm
Earrings o/s \$39,
#2058 Azul Bead
Bracelet o/s \$98,
#5057 Vacation
Shirt xs-xl \$109,
#5088 Slimmie
0-16 \$109

THE NEW VANILLA

Cream, eggshell, ivory—these new whites are anything but plain. Blend them together for a head-to-toe spin on this traditional summer shade, and top it off with delicious little accessories!

photography by Max Abadian



Left: #2064 Helios
Necklaces (as single)
o/s \$118, #5018
Vineyard Sweater
xs-xl \$119, #5066
Long Sleeve
Double-V Tee xs-xl
\$79, #5088 Slimmie
0-16 \$109

Right: #2057 Villa
Necklace (as
necklace and
bracelet) o/s \$138,
#5096 Piazza Jacket
xs-xl \$129, #5069
Layer Tank (heather
oatmeal) xs-xl \$49,
#5089 Destroyed
Slim Boyfriend
00-16 \$119



Left: #2056 Dolce Charm Earrings o/s \$39, #2059 Locket Necklace o/s \$118, #5009 Blanca Cardigan xs-xl \$119, #5021 Classico Top xxs-xl \$89, #5079 Piazza Pant xs-xl \$119

Right: 2056 Dolce Charm Earrings o/s \$39, #2055 Dolce Charm Necklace o/s \$59, #2059 Locket Necklace (as bracelet) o/s \$118, #5102 Neo Jacket xs-xl \$139, #5070 Asymmetrical Tank (white) xs-xl \$79, #5079 Piazza Pant xs-xl \$119

#2062 Lagoon Earrings o/s \$58, #5005 Sophia Sweater xs-xl \$129, #3081 Simple Cami (white) xs-xl \$36, #5089 Destroyed Slim Boyfriend 00-16 \$119



Team DENIM

We may all be on the same team, but this spring we're ditching the uniform. Forget what you know about classic blue—indulge in a total denim overhaul and reach for all the various shapes and shades!

photography by Alex Cayley

*destroyed
skinny*

*destroyed
slim boyfriend*

ditsy skinny

citron skinny

new crop

slimmie

Left to Right: Look 1: #2064 Helios Necklaces (as single) o/s \$118, #2067 Helios Cuff o/s \$79, #5040 Isla Cami xs-xl \$69, #5087 Destroyed Skinny 0-16 \$119; Look 2: #5010 Sorrento Cardigan xs-xl \$129, #5020 Fiore Top xs-xl \$89, #5089 Destroyed Slim Boyfriend 00-16 \$119; Look 3: #2064 Helios Necklaces (as single) o/s \$118, #5021 Classico Top xxs-xl \$89, #5083 Ditsy Skinny 0-16 \$109

Look 4: #5043 Linea Cami xs-xl \$79, #5066 Long Sleeve Double-V Tee xs-xl \$79, #5084 Citron Skinny 00-16 \$109; Look 5: #2055 Dolce Charm Necklace o/s \$59, #2058 Azul Bead Bracelet o/s \$98, #5005 Sophia Sweater xs-xl \$129, #5086 New Crop 0-16 \$109; Look 6: #2061 Lagoon Necklace o/s \$98, #5059 Crop Top xs-xl \$76, #5088 Slimmie 0-16 \$109



doppio take

Heading to Rome?
Bring a friend and
double your fun with
these five faves that
transform into ten
stunning outfits for
gelato indulging,
sightseeing, espresso
sipping, and more!

photography by James Macari

illustrations by Cat Ferraz

WINE TASTING

CRUISE JACKET

Left: #2056 Dolce Charm Earrings o/s \$39, #2064 Helios Necklaces (as single) o/s \$118, #5094 Cruise Jacket 0-16 \$159, #5069 Layer Tank (heather tiger lily) xs-xl \$49, #5077 Mariner Trouser 0-16 (R/L) \$129

Right: #5094 Cruise Jacket 0-16 \$159, #5005 Sophia Sweater xs-xl \$129, #3081 Simple Cami (white) xs-xl \$36, #5089 Destroyed Slim Boyfriend 00-16 \$119



GELATO INDULGING



VINEYARD SWEATER

Left: #2059 Locket Necklace o/s \$118, #5018 Vineyard Sweater xs-xl \$119, #5066 Long Sleeve Double-V Tee xs-xl \$79, #5076 Traveler Pant 00-16 \$119

Right: #2056 Dolce Charm Earrings o/s \$39, #2055 Dolce Charm Necklace o/s \$59, #5018 Vineyard Sweater xs-xl \$119, #5021 Classico Top xxs-xl \$89, #5079 Piazza Pant xs-xl \$119

SIGHTSEEING



MARGHERITA DRESS

Left: #2055 Dolce Charm Necklace o/s \$59, #5012 Siren Vest xs-xl \$89, #5048 Margherita Dress xs-xl \$119

Right: #2062 Lagoon Earrings o/s \$58, #2061 Lagoon Necklace o/s \$98, #5100 Adventure Anorak xs-xl \$159, #5055 La Belt s-l \$26, #5048 Margherita Dress xs-xl \$119



ESPRESSO SIPPING

CROP TOP

Left: #2064 Helios Necklaces (as single)
o/s \$118, #5059 Crop Top xs-xl \$76, #5093
Lido Jacket xs-xl \$169, #5051
Lido Skirt 0-16 \$89

Right: #2056 Dolce Charm Earrings
o/s \$39, #2059 Locket Necklace
(as necklace and bracelet) o/s
\$118, #5101 Explorer Vest xs-xl \$129,
#5059 Crop Top xs-xl \$76, #5052 Run
Around Skirt xs-xl \$89

COUTURE SHOPPING



DITSY SKINNY

Left: #2055 Dolce Charm Necklace o/s \$59, #5007 Lounge Sweater xxs-xl \$98, #5057 Vacation Shirt xs-
xl \$109, #5083 Ditsy Skinny 0-16 \$109

Right: #2056 Dolce Charm Earrings o/s \$39, #5056 Flora Scarf o/s \$49, #5072 U-Neck Tee xs-xl \$76,
#5083 Ditsy Skinny 0-16 \$109

#2056 Dolce Charm Earrings o/s \$39, #2055 Dolce Charm Necklace o/s \$59, #2059 Locket Necklace (as bracelet) o/s \$118, #2058 Azul Bead Bracelet o/s \$98, #5011 Loren Sweater xs-xl \$119, #5037 Vita Blouse xs-xl \$79, #5089 Destroyed Slim Boyfriend 00-16 \$119



June Bloom

Skirts and scarves burst into action with gorgeous floral patterns. This season's must-haves match beautifully with boyfriend jeans and bright spring solids for weekend sojourns, coffee dates, and day parties!

photography by Arthur Belebeau

illustrations by Heather Keiser



Left: #2056 Dolce Charm Earrings o/s \$39, #5096 Piazza Jacket xs-xl \$129, #5042 Marisa Top xs-xl \$129, #5053 Isabel Skirt xs-xl \$79
 Right: #2056 Dolce Charm Earrings o/s \$39, #2059 Locket Necklace (as choker) o/s \$118, #5024 Yacht Top xs-xl \$76, #5084 Citron Skinny 00-16 \$109



#2056 Dolce Charm Earrings o/s \$39, #2058 Azul Bead Bracelet o/s \$98, #5045 Luisa Tank xs-xl \$69, #5055 La Belt s-l \$26, #5086 New Crop 0-16 \$109



#2062 Lagoon
Earrings o/s \$58,
#5097 Verde Jacket
xs-xl \$119, #5055
La Belt s-l \$26,
#5048 Margherita
Dress xs-xl \$119



#2067 Helios
Cuff o/s \$79,
#5046 Tivoli
Top xs-xl \$89,
#5079 Piazza
Pant xs-xl \$119



#2057 Villa
Necklace o/s \$138,
#5018 Vineyard
Sweater xs-xl \$119,
#5070 Asymmetrical
Tank (white) xs-xl
\$79, #5075 Marble
Pant xs-xl \$98



#2055 Dolce
Charm Necklace
o/s \$59, #2058 Azul
Bead Bracelet o/s
\$98, #2067 Helios
Cuff o/s \$79, #5001
Siesta Poncho xs/s;
m/l \$139, #5063
Sky Stripe Tee xs-xl
\$76, #5084 Citron
Skinny 00-16 \$109



#2057 Villa
Necklace
(as choker and
bracelet) o/s \$138,
#5007 Lounge
Sweater xxs-xl
\$98, #5064
Boat Stripe Tee
xxs-xl \$89, #5087
Destructed
Skinny 0-16 \$119

Stripe a Posee
Think you know stripes? Guess again!
We're finding lines in all new places
and wearing them mixed, matched, and totally
over-the-top for a truly high-fashion twist.

photography by Max Abadian



#5056 Flora
Scarf o/s \$49,
#5008 Piccolo
Shrug xs-xl \$79,
#5043 Linea
Cami xs-xl \$79,
#5076 Traveler
Pant 00-16 \$119



#2067 Helios
Cuff o/s \$79,
#2064 Helios
Necklaces (as
single) o/s
\$118, #5059
Crop Top xs-xl
\$76, #5080 Mesh
M'Leggings
xs-xl \$79



#5005 Sophia
Sweater xs-xl
\$129, #3081
Simple Cami
(nude) xs-xl \$36,
#5074 Villa Pant
xs-xl \$89



#5065 Limoncello
Tank xs-xl \$65,
#5058 Bardot
Shirt xs-xl \$119,
#5086 New
Crop 0-16 \$109



#2058 Azul Bead
Bracelet o/s \$98,
#5011 Loren
Sweater xs-xl
\$119, #5061 First
Mate Tee xs-xl
\$69, #5076
Traveler Pant
00-16 \$119



#2056 Dolce Charm Earrings o/s \$39, #2064 Helios Necklaces (as single) o/s \$118, #5069 Layer Tank (heather tiger lily) xs-xl \$49, #5064 Boat Stripe Tee xxs-xl \$89, #5053 Isabel Skirt xs-xl \$79

ORANGE CRUSH

Introducing a freshly squeezed take on luminous spring hues that's guaranteed to brighten your closet.

photography by Arthur Belebeau



#2055 Dolce Charm Necklace o/s \$59, #2064 Helios Necklaces (as single) o/s \$118, #5098 Resort Jacket xs-xl \$119, #5061 First Mate Tee xs-xl \$69, #5083 Ditsy Skinny 0-16 \$109



#5008 Piccolo Shrug (as scarf) xs-xl \$79, #5030 Blossom Top xs-xl \$89, #5089 Destructed Slim Boyfriend 00-16 \$119

THE NOTION by cabi SPRING 2016

#2055 Dolce Charm Necklace o/s \$59, #5101 Explorer Vest xs-xl \$129, #5072 U-Neck Tee xs-xl \$76, #5049 Fresco Dress xs-xl \$98





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This season we fell for the bronzed, sun-kissed glow that comes naturally to the women of Capri (so envious!) To capture that La Dolce Vita look, we're adding warmth with gorgeous orange undertones, a pop of bold red color on the lips, and dark, sensuous eyes with full lashes. Here's how to get the look:

1. Fill in brows for added drama.
2. Apply shadow heavily from lid to crease under lash line.
3. Wet an eyeliner brush and dip into eyeshadow, lining top lashline and pulling ends into a cat flick
4. Curl those lashes! Double up on mascara—add two coats.
5. Sweep bronzer across cheekbones, nose, and forehead.
6. Add highlighter to cheekbones for glow.
7. Apply blush on the apples of your cheeks.
8. Finish with a bold red lip.

1.
Try Make
Up Forever
Eyeshadow
M626 Matte
Brown

2.
Try Stila
Eyeshadow
Twig

3. NARS
Blending
Brush #12

4.
Try Chanel
Inimitable
Mascara
in black or
l'Oréal False
Fiber Lash
in black

5.
Try NARS
Bronzer
Laguna or
Tom Ford
Bronzer
Golden

8.
Try NARS
Pure Matte
Lipstick Vesuvio
or NARS
Audacious
Lipstick Rita

6.
Try Benefit
Cosmetics
Highlighter
Watt's Up!

7.
Try Chanel
Blush In Love
or NARS Blush
Lovejoy

La Dolce Vita look

by makeup artist Andie Markoe-Byrne



#2064 Helios Necklaces (as single) o/s \$118, #5010 Sorrento Cardigan xs-xl \$129, #5059 Crop Top xs-xl \$76, #5052 Run Around Skirt xs-xl \$89



#2055 Dolce Charm Necklace o/s \$59, #2058 Azul Bead Bracelet o/s \$98, #5007 Lounge Sweater xxs-xl \$98, #5075 Marble Pant xs-xl \$98



#2055 Dolce Charm Necklace o/s \$59, #5013 Portico Shrug xs-xl \$98, #5068 Gathered Tee xs-xl \$89, #5074 Villa Pant xs-xl \$89



#5001 Siesta Poncho xs/s; m/l \$139, #5069 Layer Tank (heather oatmeal) xs-xl \$49, #5079 Piazza Pant xs-xl \$119

Soft Focus

As the weather warms, ease into your spring self and discover new creative outlets, rekindle friendships, and embrace an effortlessly chic mindset.

For this clear new you, turn your fashion lens on gauzy knits, breezy scarves, oversized cardis, and flowing pants.

photography by Arthur Belebeau



#2059 Locket Necklace (as choker) o/s \$118, #2055 Dolce Charm Necklace o/s \$59, #2067 Helios Cuff o/s \$79, #5012 Siren Vest xs-xl \$89, #3081 Simple Cami (black) xs-xl \$36, #5080 Mesh M'Leggings xs-xl \$79

STYLESCOPE

We decided to have a little fun and created 12 original outfits. Find the one that's so uniquely...you!

AQUARIUS

Jan 20-Feb 18

Your independent spirit is strong this year, giving you reason for fresh starts, big dreams, solo ventures, and a pioneering new fashion sense. Permission to play with color, granted!

#5101 Explorer Vest xs-xl \$129,
#5061 First Mate Tee xs-xl \$69,
#5011 Loren Sweater xs-xl \$119,
#5083 Ditsy Skinny 0-16 \$109



PISCES

Feb 19-Mar 20

We're seeing a lot of romance for you in 2016. Step out for a picnic amongst the gorgeous spring blooms with your honey! Roll up your sleeves, reach for a patterned dress, and top it off with a woven fedora.

#2062 Lagoon Earrings o/s \$58,
#5058 Bardot Shirt xs-xl \$119,
#5048 Margherita Dress xs-xl \$119



ARIES

Mar 21-Apr 19

Passion, creativity, and self-expression! If you're on the fence about anything, this is going to be the season that grants you clarity. That new printed jacket? Oh yeah, you'll look great in it.

#2055 Dolce Charm Necklace o/s \$59,
#2067 Helios Cuff o/s \$79, #5099 Cliffside Jacket xs-xl \$129, #5021 Classico Top xxs-xl \$89, #5091 Destructed Curvy Skinny 0-16 \$119



TAURUS

Apr 20-May 20

Time to clear your head and make room for what's new and exciting...like introducing a pop of color in the workplace. Break up dark suits and have a little fun around the office!

#2062 Lagoon Earrings o/s \$58,
#5016 Michelle Cardigan xs-xl \$109, #5023 Rita Top xxs-xl \$86, #5051 Lido Skirt 0-16 \$89



GEMINI

May 21-Jun 20

Whatever you start now will point you on a whole new path. Just make sure you're ready for it in your Go-To Trouser and fierce animal print. And, of course, always pack a card.

#5010 Sorrento Cardigan xs-xl \$129,
#5046 Tivoli Top xs-xl \$89,
#5078 Go-To Trouser 0-16 \$119



CANCER

Jun 21-July 22

It's time to swing for the fences, break out of your shell, and take a bold risk...on pattern! Busy repeats are totally in, and we love all-over floral on a little sundress. Bring on abundance!

#5098 Resort Jacket xs-xl \$119,
#5049 Fresco Dress xs-xl \$98



LEO

July 23-Aug 22

Welcome to the year of you. Do it up in fiery oranges paired back to super-chic white denim, and own the summer like a big cat—ready to stalk and pounce!

#2059 Locket Necklace o/s \$118,
#5098 Resort Jacket xs-xl \$119,
#5005 Sophia Sweater xs-xl \$129,
#5089 Destructed Slim Boyfriend 00-16 \$119



VIRGO

Aug 23-Sep 22

Spring is a wonderful time to wipe the slate clean. With nothing holding you back, expect big changes for you and your closet, like refreshing citrus hues on all-new skinnies!

#5016 Michelle Cardigan xs-xl \$109,
#5042 Marisa Top xs-xl \$129,
#5055 La Belt s-l \$26,
#5084 Citron Skinny 00-16 \$109



LIBRA

Sep 23-Oct 22

It's time to boost your expressive abilities. Be heard in spring styles that speak loudly, like this must-love lacy top. Match it with booties for everyday chic.

#5026 Capri Top xs-xl \$139,
#5069 Layer Tank (heather oatmeal) xs-xl \$49,
#5086 New Crop 0-16 \$109



SCORPIO

Oct 23-Nov 21

Last year may have been tough, but that's all over now. Embrace an updated you by adding floral dazzle to classic black ensembles for business trips that call for a little extra twist.

#5093 Lido Jacket xs-xl \$169,
#5030 Blossom Top xs-xl \$89,
#5073 Capote Trouser 0-16 \$109



SAGITTARIUS

Nov 22-Dec 21

Be intentional where you put your energy and efforts in the coming months because they're going to produce staggering results. Our thoughts? Elevate casual workwear with a printed top and high-waisted trousers.

#2062 Lagoon Earrings o/s \$58,
#2061 Lagoon Necklace o/s \$98,
#5019 Martini Top xs-xl \$89,
#5077 Mariner Trouser 0-16 (R/L) \$129



CAPRICORN

Dec 22-Jan 19

You're on a long journey toward artistic fulfillment, personal growth, and enduring bonds. Grab your passport, a long skirt, and your new white buttondown.

#2057 Villa Necklace o/s \$138,
#5057 Vacation Shirt xs-xl \$109,
#5068 Gathered Tee xs-xl \$89,
#5052 Run Around Skirt xs-xl \$89





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OUR TRUE STYLE

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

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 even 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 brainstorm-



We believe our true style is discovered when we're connected...

ing 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 across the U.S., 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. ●

FASHION POLICE

*An officer's path to a fulfilling second career
and the team alongside her.*

photography by Mark Andrew



Julie Lazar
cabi Stylist
San Francisco, CA

Julie Lazar is not your average police officer. For starters, it was fashion that drew her in, she'd read about a special uniform created by a couture designer for the San Francisco P.D., and thought, "That's what I want to wear everyday!" Twenty-three years later, as she contemplated her upcoming retirement after a fulfilling career in the force, fashion still motivated her; she decided to begin a second career as a cabi Stylist. During her first year, cabi was even more fun and financially rewarding than she'd expected—so much so that she began to envision how significant it could become over time, especially as she saw the flourishing business of her Team Leader, Maureen Kosewic.

Maureen had become a cabi Stylist after burning out from one too many volunteer obligations. She was looking to continue doing meaningful, significant work, but with a real paycheck. She built a loyal following of women in her first year, and several women eagerly joined her in the business, including Julie. "Maureen is a true inspiration," Julie says. "Whenever I ask her how she's such a successful Stylist, she says, 'There's no secret formula, Cabi just works!'" So Julie began telling everyone she knew about why cabi was such an amazing career.

Meanwhile, one winter day at a San Francisco elementary school, principal Michelle Sousa Akerstein was at the end of her rope. For six years, she'd worked tirelessly to improve the lives of the kids at her school. But with two of her own at home, and a mother on the East Coast having health issues, something had to give. She saw a Post-it left on her desk that day from her friend, a police officer who worked closely with the school system. It read, "Have you ever heard of cabi?"



Michelle, Julie, Maureen
cabi Stylist, cabi Stylist, cabi Team Leader
San Francisco, CA

The officer happened to be a Hostess of Julie's.

Months later, as Michelle cleared out her office in preparation for a leave of absence, she found the Post-it. Curious, she decided to attend a cabi Fashion Experience and met Julie. As they got to talking, they connected over their shared experience as career-oriented women who struggled to make time for themselves and their families, and they agreed to meet for coffee to talk more. At the café, Julie channeled her inner Maureen, exuding the same confidence: "I think you should be a Stylist." That same thought raced through Michelle, as she longed

for something to nourish the parts of her that had gone dormant for too long. She hosted a Fashion Experience as a first step. "At that show, I asked all my friends, 'Would you support me if I be-

*All three women get
together every month to
swap ideas and help grow
each other's businesses.*

came a cabi Stylist?' And when every single one of them said they would, I knew I'd found what I was looking for," explains Michelle.

Today, Maureen, Julie, and Michelle

all get together every month to swap ideas and help grow each other's businesses. "It's a love fest," Michelle says, noting how much they love being together, talking about all areas of life, not just cabi. Julie adds, "We all support each other, and it's a blessing!" Once, when Julie came down with the flu the night of a Fashion Experience, Michelle jumped in and helped run her show. It's little things like that, all three agree, that make their relationship truly special. Beyond the enjoyment of collaborating with each other, they love being part of a broader community of supportive and collaborative women across the U.S. and Canada. ●

It all began with an invitation to a weekend of wine tasting in California. Three days spent in stunning West Coast sunshine sipping Chardonnay while catching up with her favorite cousins was an offer she couldn't pass up. But for Kelly Cloud there was one looming question: What am I going to wear? With four-year-old twins, a full-time career as an educator, and the closest mall nearly an hour away, shopping felt out of the question.

As she rifled through her closet in a panic, she wished someone could help her pull it all together. Enter Jeanne, a friend from the gym, and a cabi Stylist. Jeanne had invited Kelly to cabi Fashion Experiences in the past, but Kelly had always politely declined. "I thought the clothes would be too expensive, and since I didn't even have time to shop, I couldn't imagine finding time for a whole evening of fashion!" But with a new reason to feel fashion-forward, she knew exactly who she could reach out to.

"Don't worry about a thing!" Jeanne said when Kelly called. "Just come to my place and we'll sort it all out." So began a truly special relationship. "It was amazing. She had such a clear sense for what would fit me well—I didn't even have to tell her my size!" After a couple hours of mixing and matching, Jeanne had outfits picked out for

Kelly for the full weekend.

A revelation came when Kelly walked into the vineyard and was greeted by her cousins. It had been years since she felt this put together. "The Provence Sweater changed my life," she said, recounting the



confidence she felt in that moment. After initial hellos, she was barraged by questions about her outfit. "My one cousin saw me and said, 'I have to have one!' I knew then and there I should host my own cabi Fashion Experience." After so much attention, she thought her friends would enjoy cabi, too.

Kelly's friends are mostly young moms and educators, so she was concerned they might decline her

invitation, just as she had side-stepped Jeanne's; however, her California sojourn made her realize these are precisely the women who could benefit greatly from a styling event, knowing they rarely take time for themselves. With her Fashion Experience coming

up fast, nerves kicked in. What if none of my friends show up? Will I have to shop and cook and entertain? Jeanne reassured her that her friends would come, and that hosting would be easy: The experience was to be a casual time of learning the latest fashion tips and tricks—no "Martha-Stewart-ing" needed.

Jeanne was right—but Kelly and her friends got even more than expected. They reveled in the meaningful time spent connecting with friends and picking outfits that worked uniquely for each and every one of them. "I used to think that as a teacher it didn't really matter what I wore,

and a lot of my friends felt the same way. What I discovered—what we all discovered—was that what you wear changes how you carry yourself. True style is about how you feel, and I love being able to share that."

Kelly and her friends feel they've stumbled on a game-changer—keeping them each from having to trek to the mall, while radiating the assurance of a woman who's discovered her true style. ●



A LESSON IN STYLE

The story of one teacher and her passion for sharing true style with her friends.

photography by Mark Andrew

WOMEN HELPING WOMEN AROUND THE WORLD

Photography courtesy of Opportunity International



Regina Githinji
with her students

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 has spread well beyond North American 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.



Regina Githinji
School Proprietor
Nairobi, Kenya

*The Foundation's mission
is to encourage and empower
women in need.*

Amaris Rosiris Atencio

Cook and Food Vendor
Cartagena, Colombia

CELEBRATING OVER 10 YEARS OF GIVING!

\$44.5 million in clothing distributed

6,110 small business loans funded

85 U.S. communities served

54 countries impacted

countless lives changed



Our living legacy is to be women entrepreneurs helping women entrepreneurs

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.”

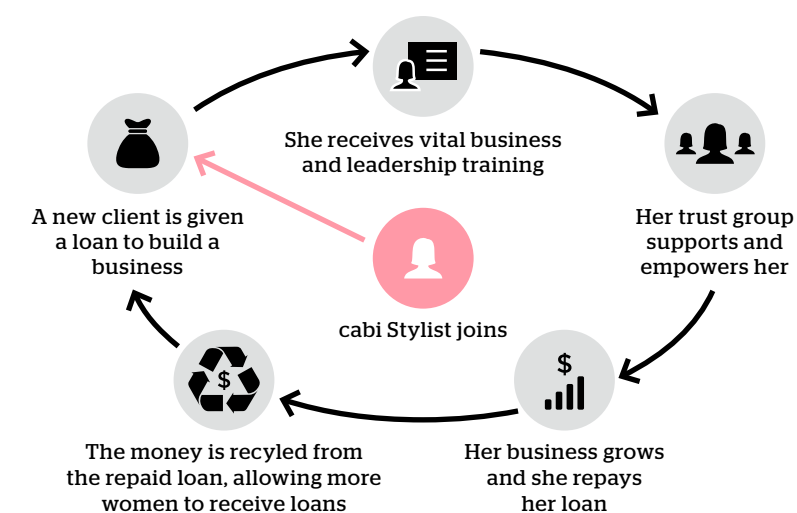
As each small business loan is repaid, it ultimately turns into five loans over time, greatly extending

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. ●

HOW IT WORKS



LA DOLCE VITA... REALIZED!

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

The inner journey toward the sweet life.



Kimberly Inskip

As we focused on our theme for the season, La Dolce Vita, I thought back to the film by the same name, which popularized the phrase in the '60s. The Federico Fellini film told the story of a gossip magazine journalist, seeking the "sweet life" through plentiful fame, fortune, and various indulgences; but in the end, he found only the emptiness of abundance. The movie left viewers wondering, what then, leads to la dolce vita...the sweet life?

An English translation of this Italian phrase is "the abundant life where it all comes together." While the last half-century has certainly acquainted us with various types of abundance, the greed and ideologies that accompany it have not brought us any closer to the sweet life. I propose

there is a different element that leads to true abundance in life, and even in business...

Love. And I don't mean that in a simplistic, cue-the-Beatles-type way.

So what do I mean by the word "love"? It is far more splendid than mere kindness or sentiment. In *Love is the Killer App*, Tim Sanders offers up this definition: "the selfless promotion of the growth of the other." When we step outside ourselves to help others grow to become the best they can be, we love well—and when we love well, we experience abundance of a lasting kind.

But let's not mistake what this means for us. As women, we know in our core how to selflessly lift those around us, putting their needs above our own. We orient our days, hours,

and minutes attending to the needs of people. And yet, when we reach the end of the day, we sometimes put our heads on our pillows and wonder with unease why la dolce vita has not surfaced, while pervasive exhaustion has. Does "selfless promotion of others" actually make "the sweet life" elusive?

Years ago, a mentor shared, "You cannot give of yourself unless you have a self to give." This simple truth prompted an inward exploration of "inner work"—for the sake of others. This brought me to a place where I knew, in the words of Brené Brown, "No matter what gets done and how much is left undone, I am enough. It's going to bed at night thinking, Yes, I am imperfect and vulnerable and sometimes afraid, but that doesn't change the truth that I am brave and worthy of love and belonging." I learned the grace I had for myself and the grace I had for others were in direct proportion.

A degree of self-focus ironically frees us to be selfless to others. We cannot freely give of ourselves until we work through our own self-doubt enough to understand we need to love others and ourselves in order to function at our highest level of contribution. It is not one or the other. It must be "both/and." When our hearts are passionate about doing the inner work, we can love others even better, and when we love others better, we can love ourselves even more.

It is when we know it was the love we brought into our day that propelled our homes, careers, and inner life forward, giving us a life of real abundance, that we can put our head on the pillow, quietly close our eyes, and whisper..."la dolce vita." ●



cabi

A woman with dark, curly hair is smiling broadly, looking off to the side. She is wearing a white button-down shirt over a colorful floral top and bright yellow pants. She is holding a large, colorful umbrella with pink, yellow, and green ribbons. The background is a lush garden with various plants and flowers. The text "the journey to discover your personal style has begun!" is overlaid in a white, cursive font.

*the journey to discover your
personal style has begun!*

cabi

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