



issue 4, spring 2017

# *the notion*

by **cabi**

*a magazine of style,  
opportunity & purpose*





*ever in pursuit of inspiration,  
a new fashion destination  
reveals itself...*

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*.



## the look

An ounce of class, a dash of sass, shaken and served straight up. Try a navy blazer embellished with a rakish twist or reach for a skirt that doubles as a strapless smocked flare top (ingenious!). Rock jeans with dramatic flare that show off stunning shoes.

5150 Grand Slam Blazer 0-16, 5184 Flirt Skirt (as top) xs-xl, 3311 Cinch Belt s-l, 5172 Kick Crop 0-16, 6001 Isla Wedge, 2108 Lock & Key Necklace, 2114 Lock & Key Bracelet, 2101 Seahorse Cuff

FSC FPO

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Carol Anderson  
by invitation

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THE NOTION by cabi SPRING 2017

spring 2017  
*the French Riviera*

cabi

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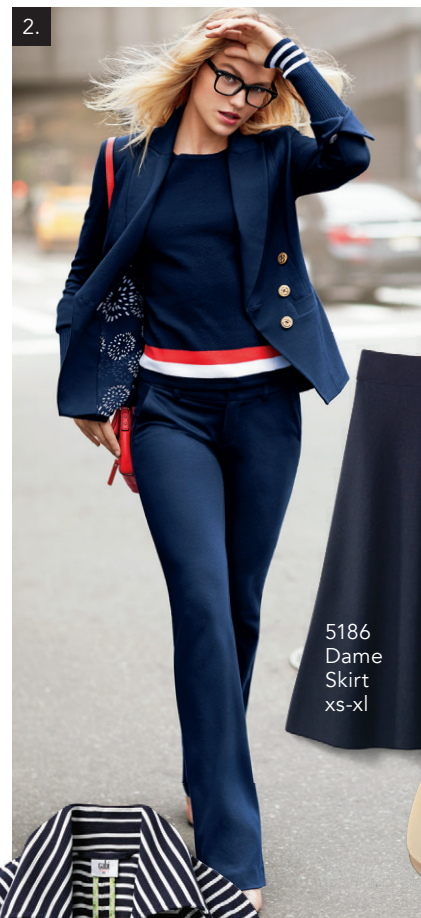


# TREND REPORT

See why this spring has us setting sail, dreaming of florals, signing on the dotted line, and showing a lot of ankle and a touch of skin.



2108  
Lock & Key  
Necklace



5186  
Dame  
Skirt  
xs-xl

5188  
Bistro Tee  
xxs-xl



2101  
Seahorse  
Cuff

## *in the navy*

Every week is fleet week with this totally nautical trend! Think all things sailor-inspired, from classic hues, prints, and cuts, to little treasures like a seahorse engraved cuff. All aboard!

1. 5200 Easy Tank xs-xl, 5176 Track Star Trouser 0-16, 2109 Sea Knot Necklace
2. 5150 Grand Slam Blazer 0-16, 5134 Hampton Shell xs-xl, 3202 Top-Notch Trouser 0-16 (r/l)



5229  
Boating  
Button-  
Down  
xs-xl

5151  
Maritime  
Trench  
xxs-xl



6001 Isla Wedge



Balenciaga Sunglasses



5235  
Castaway  
Dress  
xs-xl



5210  
New Plaza  
Top  
xs-xl



6002  
Athena  
Sandal



5224  
Flirt  
Cami  
xs-xl



2105  
St. Tropez  
Necklace



5221  
50/50  
Shirt  
xs-xl

## *field of dreams*

Straight out of a storybook, this trend will transport you to a mythical place so lush, so verdant, it'll have you saying "pinch me!" Embrace florals on everything from skirts and dresses to tunics, blouses—you name it.

1. 5216 Parlor Top xs-xl, 5170 Tidal Curvy Skinny 0-16, 2101 Seahorse Cuff
2. 5204 Matinee Top xxs-xl, 5067 V-Neck Cami (white) xs-xl, 3311 Cinch Belt s-l, 5171 Slim Boyfriend 00-16, 2114 Lock & Key Bracelet, 2101 Seahorse Cuff





1.



Chloe Sunglasses

## dotted line

We love dots and stripes to sauce up or add interest to an outfit. They're so versatile, fun, and lend a touch of chic to a workweek look.

1. 5141 Victory Sweater xs-xl, 5202 Cross-Strap Tank xs-xl, 5172 Kick It Crop 0-16, 2106 St. Tropez Earrings, 2105 St. Tropez Necklace



5191 Zip Crop Top xs-xl



5175 Dot Trouser 0-16



Vintage Macrame Bag



Porselli Ballerina Flats



5184 Flirt Skirt xs-xl

## kickstarter

It's all about novelty bottoms in every length and style, from skinny to flowy and everything in between. Of course, you'll want to rock your coolest kicks: think eye-catching high tops, dazzling pumps, or your strappiest sandals!

2. 5238 Patchwork Scarf, 5197 Iris Tank (black) xs-xl, 5185 Grandstand Skirt xs-xl, 2108 Lock & Key Necklace, 2107 Rope Duo Necklace



5233 Camilla Shirt Dress xs-xl



2.



2109 Sea Knot Necklace



5206 La-Di-Da Blouse xs-xl



5140 Cut Out Cardigan xs-xl



5220 Cold Shoulder Cami xs-xl



2104 Anchor Earrings

## show and tell

The big reveal here is that there's nothing (too) revealing about sheer! A touch of skin or a hint of a bottom layer is all the rage this spring, and we promise it looks great on every body type.

1. 5201 Prudence Top xs-xl, 5067 V-Neck Cami (white) xs-xl, 5181 Court Skort xs-xl  
2. 5220 Cold Shoulder Cami xs-xl, 5183 Twirl Skirt xs-xl, 2106 St. Tropez Earrings, 2101 Seahorse Cuff



2.



5208 Bountiful Blouse xs-xl





*Camilla Shirdress*

LEFT: 5233 Camilla Shirdress xs-xl,  
5197 Iris Tank (blue sky) xs-xl,  
3311 Cinch Belt s-l, 5166 The Straight  
0-16, 2110 Riviera Necklace,  
2101 Seahorse Cuff (x2),  
2114 Lock & Key Bracelet

RIGHT: 5159 Locomotive Jacket  
xs-xl, 5233 Camilla Shirdress xs-xl,  
2106 St. Tropez Earrings, 2107  
Rope Duo Necklace



# TWICE AS NICE

What do busy printed dresses, double-breasted jackets, bold red skinnies, and slouchy chic sweaters have in common? They work twice as hard, all season long!

*photography by Mark Abrahams*

*Grand Slam Blazer*

LEFT: 5150 Grand Slam Blazer 0-16,  
5221 50/50 Shirt xs-xl, 3202 Top-  
Notch Trouser 0-16 (r/l), 2106 St.  
Tropez Earrings, 2107 Rope Duo  
Necklace (as choker, black only)

RIGHT: 5150 Grand Slam Blazer 0-16,  
5207 Knot Cami xs-xl, 5172 Kick It  
Crop 0-16, 2108 Lock & Key Necklace,  
2101 Seahorse Cuff (x2)





The hottest thing this spring is investing in pieces that multiply your options (and reaping the rewards!).

*The Hutton*

LEFT: 5162 Portrait Jacket xs-xl, 5223 Veranda Top xs-xl, 5178 The Hutton (nantucket red) 00-16.

RIGHT: 5151 Maritime Trench xxs-xl, 5136 Tennis Tank xs-xl, 5178 The Hutton (nantucket red) 00-16



*Gossamer Pullover*

LEFT: 5238 Patchwork Scarf, 5139 Gossamer Pullover xs-xl, 5067 V-Neck Cami (blush) xs-xl, 5175 Dot Trouser 0-16

RIGHT: 5139 Gossamer Pullover xs-xl, 5231 Confetti Cami xs-xl, 5165 Mojave Slim Boyfriend 00-16, 2108 Lock & Key Necklace





For spring, we're turning back the clock to a time when sportswear had serious style. Sure, this trend is more spectator than player, but it's totally playful! When nobody's looking, grab your girls, storm the court, and have a ball.

*photography by Dean Isidro*

5152 Soho  
Hoodie xs-xl,  
5201 Prudence  
Top xs-xl, 5185  
Grandstand  
Skirt xs-xl

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5199 Topspin  
Tee xs-xl, 5181  
Court Skort xs-xl,  
2104 Anchor  
Earrings, 2103  
Anchor Necklace

court  
ruling





5226 Indulgence  
Tank xs-xl, 5183  
Twirl Skirt xs-xl,  
6001 Isla Wedge,  
2114 Lock &  
Key Bracelet



5162 Portrait Jacket  
xs-xl, 5136 Tennis  
Tank xs-xl, 5171 Slim  
Boyfriend 00-16,  
6001 Isla Wedge,  
2101 Seahorse Cuff



Get the look  
with sheer blouses,  
skorts, and stripes  
on everything from  
flowing skirts to  
classic tees, skinnies,  
and more. But  
if you really  
want to ace the  
trend, just go  
head-to-toe white!

5191 Zip Crop Top  
xs-xl, 5172 Kick It  
Crop 0-16,  
2106 St. Tropez  
Earrings, 2105  
St. Tropez Necklace



5206 La-Di-Da  
Blouse xs-xl, 5067  
V-Neck Cami (black)  
xs-xl, 5171 Slim  
Boyfriend 00-16,  
2108 Lock & Key  
Necklace, 2101  
Seahorse Cuff (x2),  
2107 Rope Duo  
Necklace (as  
bracelets)



We ran a little experiment: we took identical  
twins, a vintage bike, and four pairs of jeans...  
can two women with the same DNA find their  
own unique ways to wear spring denim?  
See for yourself!

photography by Alex Cayley



5208 Bountiful Blouse  
xs-xl, 5067 V-Neck Cami  
(classic navy) xs-xl,  
3311 Cinch Belt s-l,  
5171 Slim Boyfriend  
00-16, 2106 St. Tropez  
Earrings, 2105 St.  
Tropez Necklace



## SLIM BOYFRIEND

A crisp clean  
update to last  
season's beloved Slim  
Boyfriend. Wear it  
relaxed and dressed  
down for effortless  
cool or dress it up  
with a feminine  
blouse and stack  
on the jewelry!



5135 Classic  
Cardigan xs-xl,  
5197 Iris Tank  
(blue sky) xs-xl,  
5166 The  
Straight 0-16,  
2110 Riviera  
Necklace (as choker),  
2108 Lock &  
Key Necklace



5142 Banner  
Sweater xs-xl,  
5214 Vine Cami  
xs-xl, 5166 The  
Straight 0-16,  
2108 Lock &  
Key Necklace



## THE STRAIGHT

Cool, classic dark-  
rinsed indigo never  
goes out of style.  
Reach for a straight  
leg shape with  
a contemporary  
silhouette and layer  
back to cozy tees  
and easy camis for  
all-day appeal.





## MOJAVE SLIM BOYFRIEND

We can't get enough of this season's must-have Slim Boyfriend done with a lived-in vintage wash. Pair with a dressy hoodie for a hip downtown look, or go for boho beauty with a feminine floral top, drapey cardigan, and rugged bootie.



5132 Pocket Cardigan xs-xl, 5221 50/50 Shirt xs-xl, 5165 Mojave Slim Boyfriend 00-16

5152 Soho Hoodie xs-xl, 5193 Sleeveless Laidback Tee (heather white) xs-xl, 5165 Mojave Slim Boyfriend 00-16, 2107 Rope Duo Necklace (as choker, black only)



5156 Dot Jacket 0-16, 5228 Priority Top xs-xl, 5172 Kick It Crop 0-16, 2101 Seahorse Cuff



5160 Field Jacket xs-xl, 5216 Parlor Top xs-xl, 3311 Cinch Belt s-l, 5167 Zip Skinny 0-16



## ZIP SKINNY

Rock the too-cool-for-school look with a sheer printed top or channel your inner Jackie O. with a shrunk cardigan—the Zip Skinny is this spring's must (just don't forget your oversized sunnies!).



5140 Cut Out Cardigan xs-xl, 5167 Zip Skinny 0-16



## KICK IT CROP

Don't stress over where the hem hits—as long as it's around your calf, it'll look super cute! Wear it to work with a printed blouse and jacket or out on the town with a jaunty scarf and stunning stilettos.



5205 Indulgence Top xs-xl, 5172 Kick It Crop 0-16, 2101 Seahorse Cuff





TOP LEFT: 5233  
Camilla Shirtdress xs-xl, 5145  
Fencing Cardigan xs-xl

BOTTOM LEFT: 5232  
Playsuit xs-xl, 2107 Rope  
Duo Necklace (as choker,  
black only), 2103 Anchor  
Necklace, 2108 Lock &  
Key Necklace

BOTTOM RIGHT: 5224  
Flirt Cami xs-xl, 5184  
Flirt Skirt xs-xl, 2105  
St. Tropez Necklace

OPPOSITE PAGE: 5235  
Castaway Dress xs-xl,  
2110 Riviera Necklace,  
2101 Seahorse Cuff



# NEW YORK MINUTE

You can order anything in an instant these days, from taxis to takeout, galore. Anything except that perfectly put-together city-chic look. There's no app for that, but we've devised a system for looking stunning in a snap.

Reach for one-pieces like dresses with spectacular prints or a beautiful draped jumpsuit.

Don't forget to layer on accessories.





5140 Cut Out Cardigan  
xs-xl, 5184 Flirt Skirt xs-xl  
(x2, as top and bottom),  
2108 Lock & Key  
Necklace, 2114 Lock &  
Key Bracelet

# blue magritte

The beginning of spring always feels a little surreal.  
Like a masterpiece by René Magritte, the natural world  
brims with beauty and life. Looking for inspiration?  
Just look up!

*photography by Mark Abrahams*

*painting by Heather Keiser*



LEFT: 5159 Locomotive  
Jacket xs-xl, 5231 Confetti  
Cami xs-xl, 5169 Tidal Skinny  
0-16, 2110 Riviera Necklace  
(as choker), 2108 Lock  
& Key Necklace

RIGHT: 5133 Swing Sweater  
xs-xl, 5214 Vine Cami xs-xl,  
5181 Court Skort xs-xl, 2110  
Riviera Necklace, 2101  
Seahorse Cuff





5223 Veranda Top  
xs-xl, 3311 Cinch Belt  
s-l, 5165 Mojave Slim  
Boyfriend 00-16,  
2101 Seahorse Cuff

5153 Easy Topper  
xs-xl, 5193 Sleeveless  
Laidback Tee (heather  
tidal) xs-xl, 5176 Track  
Star Trouser 0-16, 2104  
Anchor Earrings, 2103  
Anchor Necklace



From teal to periwinkle,  
this season, we're seeing our favorite painter's  
airy palette on skinny jeans, skorts, cardigans,  
blouses, and more.

5229 Boating  
Button-Down  
xs-xl, 5067  
V-Neck Cami  
(white) xs-xl,  
5166 The  
Straight 0-16,  
2106 St. Tropez  
Earrings, 2105  
St. Tropez  
Necklace





5145 Fencing Cardigan xs-xl,  
5193 Sleeveless Laidback Tee (heather tidal) xs-xl, 5176 Track Star Trousers 0-16



5206 La-Di-Da Blouse xs-xl,  
5067 V-Neck Cami (classic navy) xs-xl,  
5174 Pencil Trousers 0-16, 2110 Riviera Necklace (as choker and bracelet), 2101 Seahorse Cuff (x2)



5141 Victory Sweater xs-xl,  
5189 Ultimate Tee xxs-xl, 5179 M'Leggings xs-xl, 2106 St. Tropez Earrings, 2105 St. Tropez Necklace



5156 Dot Jacket 0-16,  
5226 Indulgence Tank xs-xl, 5165 Mojave Slim Boyfriend 00-16, 2101 Seahorse Cuff

# you complete me

This is a love story about a girl and the statement pieces that take her favorite ensembles to a whole new level. A perfect navy skirt, a new trouser silhouette, a novelty jacket, a flowing long topper, and an über femme blouse.

*photography by Alex Cayley*



5142 Banner Sweater xs-xl,  
5202 Cross-Strap Tank xs-xl,  
5186 Dame Skirt xs-xl



# NINE to *WHENEVER*

The new workweek has some seriously long hours. The good news: even the stuffiest offices are relaxing their dress codes, which means your weekday wardrobe just got way more fun!

photography by Pete Thomson

5145 Fencing  
Cardigan xs-xl,  
5232 Playsuit xs-xl,  
2107 Rope Duo  
Necklace (as choker,  
black only), 2109  
Sea Knot Necklace



5156 Dot  
Jacket 0-16,  
5226 Indulgence  
Tank xs-xl, 5174  
Pencil Trouser  
0-16, 2101  
Seahorse Cuff



5140 Cut Out  
Cardigan xs-sl,  
5212 Terrace  
Cami xs-xl, 5185  
Grandstand  
Skirt xs-xl



5150 Grand Slam  
Blazer 0-16, 5207  
Knot Cami xs-xl,  
3202 Top-Notch  
Trouser 0-16 (r/l),  
2104 Anchor  
Earrings, 2103  
Anchor Necklace



5135 Classic  
Cardigan xs-xl,  
5222 Fierce  
Top xs-xl, 5177  
Easy Crop  
0-16, 2109 Sea  
Knot Necklace



5205  
Indulgence  
Top xs-xl, 5175  
Dot Trouser  
0-16, 2110  
Riviera  
Necklace



5143 Windbreaker  
Cardigan xs-xl,  
5228 Priority Top  
xs-xl, 5174 Pencil  
Trouser 0-16

Think cardigans  
that double as  
jackets, playful  
crops, and blouses  
in vibrant  
abstract prints.  
Whenever  
your day ends, we  
promise you'll  
be ready to own  
the night.



5213 New  
Stevie Top  
xs-xl, 5186  
Dame Skirt  
xs-xl, 2101  
Seahorse Cuff,  
2114 Lock &  
Key Bracelet





5143 Windbreaker  
Cardigan xs-xl, 5188  
Bistro Tee xxs-xl,  
5178 The Hutton  
(sand dune) 00-16

*oh, the places  
you'll go*



5135 Classic  
Cardigan  
xs-xl, 5200  
Easy Tank  
xs-xl, 5183  
Twirl Skirt xs-xl,  
2104 Anchor  
Earrings,  
2103 Anchor  
Necklace, 2114  
Lock & Key  
Bracelet

Here's to the woman who  
fills her passport, who takes  
her time, who sees it all.  
You'll find her on the other  
side of the world, impeccably  
dressed for wherever her  
travels may take her—  
whatever the next adventure  
holds, she's dressed for  
comfort and style.

*photography by Mark Andrew*



5159 Locomotive  
Jacket xs-xl, 5232  
Playsuit xs-xl, 2107  
Rope Duo Necklace,  
2101 Seahorse Cuff



5151 Maritime  
Trench xxs-xl,  
5134 Hampton  
Shell xs-xl, 5177  
Easy Crop 0-16



# HEAT ESCAPE

There's only one thing worse than the humid and sticky dog days of summer: sacrificing style to stay cool. Luckily the hottest trend of the season happens to be breezy, gauzy, and totally chic.

*photography by Pete Thomson*

LEFT: 5184 Flirt Skirt xs-xl  
(as top), 5186 Dame Skirt xs-xl,  
2101 Seahorse Cuff  
CENTER: 5220 Cold Shoulder  
Cami xs-xl, 5177 Easy Crop 0-16,  
2108 Lock & Key Necklace  
RIGHT: 5207 Knot Cami xs-xl,  
5172 Kick It Crop 0-16



As the temperature climbs,  
don't just reach for shorts and tees.  
Turn to skirts and skorts with inventive  
hemlines and darling bows, and strapless  
tops and halters with bold prints  
and dramatic ruffles.



THIS PAGE:

LEFT: 5219 Crush Top xs-xl,  
5181 Court Skort xs-xl, 2107 Rope Duo  
Necklace (as choker, black only)  
CENTER: 5218 Tie-Back Halter xs-xl,  
5171 Slim Boyfriend 00-16,  
2101 Seahorse Cuff  
RIGHT: 5139 Gossamer Pullover xs-xl,  
5067 V-Neck Cami (blush) xs-xl,  
5178 The Hutton (sand dune)  
00-16, 2110 Riviera Necklace

OPPOSITE PAGE:

TOP IMAGE:

LEFT: 5191 Zip Crop Top xs-xl, 5179  
M'Leggings xs-xl, 2107 Rope Duo  
Necklace (as choker, black only)  
RIGHT: 5136 Tennis Tank xs-xl, 5067  
V-Neck Cami (white) xs-xl, 5183 Twirl Skirt  
xs-xl, 2108 Lock & Key Necklace

BOTTOM IMAGE:

LEFT: 5201 Prudence Top xs-xl, 5067  
V-Neck Cami (white) xs-xl, 5185  
Grandstand Skirt xs-xl, 2107 Rope Duo  
Necklace (as choker, black only)  
RIGHT: 5197 Iris Tank (black) xs-xl, 3311  
Cinch Belt s-l, 5165 Mojave Slim Boyfriend  
00-16, 2108 Lock & Key Necklace





NARS Audacious Anita Lipstick

MARC JACOBS Allow Me Lip Lacquer

NARS Bettina Lip Pencil

ESSIE Merino Cool Nail Polish

MARC JACOBS Infamous Lipstick

ESSIE Imported Bubbly Nail Polish

OPI You Don't Know Jacques! Nail Polish

OPI Tickle My France-y Nail Polish

OPI Privacy Please Nail Polish

# WOKE UP LIKE THIS

Fresh, tousled, nonchalant. This season's beauty trends are the ones that capture the effortlessness of the French Riviera. Think soft glowing skin and a strong full brow; a perfect nude, pinky-brown lip, whether glossy or matte, for any occasion. Nails benefit from soft neutrals like taupe, brown, ivory, and cream, and as always, hair looks best naturally wavy and free to move.

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Cabi Stylists have unique individual stories. They are stories of women who defy the convention, progress in their own way, and succeed together. We caught up with a few of them to learn more about their desire to defy the rules.

Left to right, cabi Stylists:

*Hannah Tomlin  
Veena Puri  
Bridget Bohn*

THE NOTION by cabi EARLY 2017

# DEFYING THE RULES

Reinventing the way  
women shop and work  
from the very beginning

photography by Rainer Hosch

Sometimes we do things a certain way for so long that we lose sight of what might otherwise be possible. In other words, we accept the way things have been. We become less conscious of how certain aspects frustrate us. It's all we've known. One could say we become immune to its effects on us. But then one day, an alternative emerges that challenges our assumptions, that allows us to rethink what we are willing to tolerate, that changes our view on how we are willing to be treated. In other words, an alternative that allows us to take back control...to liberate ourselves through it.

For example, up until five years ago, who would have thought taking a ride in a stranger's car was a smart alternative to a taxi? Or that spending the night in a stranger's home was a great alternative to a hotel? Yet the convenience and the experience of both Uber and Airbnb were so compelling an alternative that people were willing to change their point of view, and through doing so, have come to remind themselves how frustrating a traditional taxi ride can be.

Both of those businesses shattered the conventional way of doing things, ways that for years seemed unbreakable. They are now among the most successful startups in history. What Uber has done for the taxi customer and Airbnb for the

traveler, cabi is doing for the shopper, because if there's one industry above all others that needs reinvention, it's retail. It has been broken for decades. From not being able to find what fits to putting up with dismissive salespeople, many women don't find much that is enjoyable about the shopping experience today, both on and offline. They feel judged or ignored and they're tired of the time it takes, the stress, the overwhelming choices, the uninspired looks, and the lack of confidence to choose.

*What Uber has  
done for the taxi  
customer and Airbnb  
for the traveler,  
cabi is doing  
for the shopper,  
because if there's  
one industry above  
all others that  
needs reinvention,  
it's retail.*

Cabi has been flipping the script on the retail status quo for 15 years, reinventing the way women shop and experience fashion by making it joyful and connected again. By bringing this innovation to an alternative space, the home, and creating an opportunity for women to have an alternative career,



their own business, cabi is building way more than just a brand: they're building a movement. With over 3,500 Stylists leading the way forward, they have created a culture that is defying industry conventions and innovating at every level. By reinventing the way women shop, with an alternative experience full of style, ideas, and personal service, they are offering something new—something that can't be found anywhere else.

Cabi Stylist Hannah Tomlin studied fashion briefly in college, but was turned off by a retail culture she felt made women self-conscious. When she first learned about cabi, she knew she had found something different. "We are bringing more positive

thinking to the way women dress every day. When you have a client who comes out and looks at herself in an outfit and is just beaming and says 'I've never felt so good,' 'that's contagious,'

*Every woman involved in the cabi Fashion Experience, from the shoppers to the Hostesses to the Stylists themselves, is part of something much bigger than any individual—something the world is waking up to and taking notice of.*

said Hannah. "It's so much more rewarding for her than the traditional shopping experience. And when you have her friends in the room, and her family is there, you as her Stylist feel special being a part of that."

This is not just a return to a time when shopping meant actually enjoying yourself; this is a movement of women coming together, opening and sharing their homes with others by turning them into alternative stores. Cabi is reinventing the way women shop. And as a result, it has created thousands of opportunities for women to have an alternative career. Just like Uber has drivers and Airbnb has homeowners, cabi provides an opportunity for



left to right, cabi Stylists:  
*Amanda Dana  
Blythe Baten Witt*



left to right, cabi Stylists:  
*Stephanie Forrand  
Sabelle Millimono*

entrepreneurs to choose a different professional path. And for the women who choose cabi's alternative to the traditional workplace, the rewards are tremendous. Yes, setting their own hours, calling their own shots, and contributing to their household income in a meaningful way are just a few of those perks. But at the heart of it all, these women are defying the rules by giving women a solution to the frustrations of a traditional shopping experience in a way that truly transforms how women see and feel about themselves.

*Within every Stylist is the soul of a leader who desires to defy the rules.*

"When I moved to this country a year ago, I didn't know anybody. Now I have a network, and consider more than 500 women not only my clients, but also my friends," said Sabelle Millimono, a Stylist in her fourth season. "I defy convention every day by choosing to pursue my cabi career rather than returning to work as a marketing manager. That

life wasn't fulfilling for me; I love what I do now and the fact that I know that I am making a difference in the lives of other women motivates me to do even more!"

"Fifteen years ago we were ahead of the curve and we continue to be ahead because we get it. We know what women want, what makes them happy, and that's what makes us tick—that's what makes us such an incredible company," said Amanda Dana, a Stylist in her 14th season. Every woman involved in the cabi Fashion Experience, from



the shoppers to the Hostesses to the Stylists themselves, is part of something much bigger than any individual—something the world is waking up to and taking notice of.

*By reinventing the way women shop, with an alternative experience full of style, ideas, and personal service, they are offering something new—something that can't be found anywhere else.*

Within every Stylist is the soul of a leader who desires to defy the rules. What sparked the cabi revolution all those years ago is the same passion that motivates every member of the cabi community today: to defy the retail experience, change the way women shop, and in so doing, change the way they work.

The innovation that drives these complementary goals relies on a “people first” approach, one that transcends the narrow lens of the status quo and recognizes that shopping online is hardly an improvement upon the thing it promises to change. Instead, by creating a new way for women to shop, cabi leverages the natural strengths of the women it champions: the givers, the creatives, the thinkers, the doers; mothers, wives, sisters, and daughters. Every one of these women is a part of something bigger than any individual. By choosing to pursue an alternative career, you can change the way women shop, transforming how women see and feel about themselves and participating in one of the biggest innovations the retail industry has ever seen. ●



cabi Stylists:

*Margo Rodriguez  
Vicky Paschke*

cabi Stylists:

*Sarah Weidner  
Hannah Tomlin*



# WOMEN HELPING WOMEN AROUND THE WORLD

*photography courtesy of Opportunity International*



Seamstress in Rwanda

*Fabiola Usaninyange*

“Women all over the world, no matter their circumstance, share common hopes and dreams,” said cabi Stylist Lee Ramirez. “We want to build something meaningful for our families. We want to give our children the best education possible.”

She reflects further after spending time in Rwanda with a group of cabi Stylists and cabi's CEO and President: “When our Sister Entrepreneurs talked about building their businesses, I saw them stand taller. The pride and joy of their accomplishment is evident, just like how we feel about our cabi businesses; contributing to their families and communities gives them confidence and dignity.”

As women, we all want to make a

difference in the lives of others, knowing our time on earth isn't just about ourselves but rather something much bigger. It was through this belief that cabi's Founders carefully crafted our business to be all about serving others. They sensed other women would find cabi's bigger purpose 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,

**CELEBRATING  
12 YEARS  
OF GIVING!**

*\$46 Million USD  
in clothing distributed*

*9,500  
Small business  
loans funded*

*110  
U.S. Communities served*

*60  
Countries impacted*

*Countless  
lives changed*

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



left to right, friends  
and food vendors in Malawi

*Hanna Guazambara  
Joyce Machira*



# cabi STYLISTS

## VENTURE TO AFRICA

### Affecting lives around the globe

Photography by Naizi Nasser



Trip participants (L-R): Jennie Barrow, Cathy Schoeppler, Michelle Ponte, Tabbatha Collier, Lori Totten, Jackie Taylor, Julie Osting, Rwandan entrepreneur Louise, Kristin Schuler, Dana Sandene, Kris Noble, Geri Wingo, Lynne Coté (cabi CEO), Kim Abrey, Kimberly Inskeep (cabi President & Chief Culture Officer), Carolyn Drummond, Trish Sorrells, Lee Ramirez, Carrie Humphreys

When 16 cabi Stylists, the cabi CEO, and cabi President sat in the home of a woman who had just barely survived the Rwandan genocide, tears streamed down their faces as they heard her story. They felt many emotions—shock, sadness, heartache...and hope.

With a drive to rise above her circumstances to provide for her children, she sought a loan from Opportunity International and now has a thriving artisan business that employs others. She feels dignity, worth, and confidence through her business; she's a beacon of hope for all who meet her.

Our Stylists sat with a Trust Group of collaborative entrepreneurs

in Kigali, and as each person shared about their business, pride poured forth—the unique type that comes through building something significant of one's own. This same satisfaction was evident in Louise (above), who started Kabeza Nursery School with her small business loan, through her love of children and the hope they represent for the future of this country progressing beyond all odds.

"I now know I am an integral part of a powerful movement that is truly changing lives," said cabi Stylist Michelle Ponte. "I am more determined than ever to do well in my business so I can do good across the 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," said cabi CEO Lynne Coté. "We are so proud to extend that transformational opportunity to women around the world,"

For women living in the endless cycle of poverty, a small business loan is an open door to a new life. "The work we are doing is much more important than I could have imagined," Lee said. Without it, these women have no real hope of doing anything but surviving from one day to the next, just hoping they can feed their children, even one meal each day. We are helping these women build something for themselves and their families; we're giving them the opportunity to solve their own problems and build their own futures."

In keeping with 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's 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 four or five loans over time, greatly extending the impact of each cabi Stylist. Beyond W.E. are cabi, small

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

business loans are also funded through our Make a Change Program, where clients round their orders up to the nearest dollar or pound 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 \$46 million USD in clothing to communities around the world. Cabi Stylists have been integral in distributing clothing to women affected by natural disasters in local communities through The Heart of cabi Foundation events.

At cabi, we do not seek success



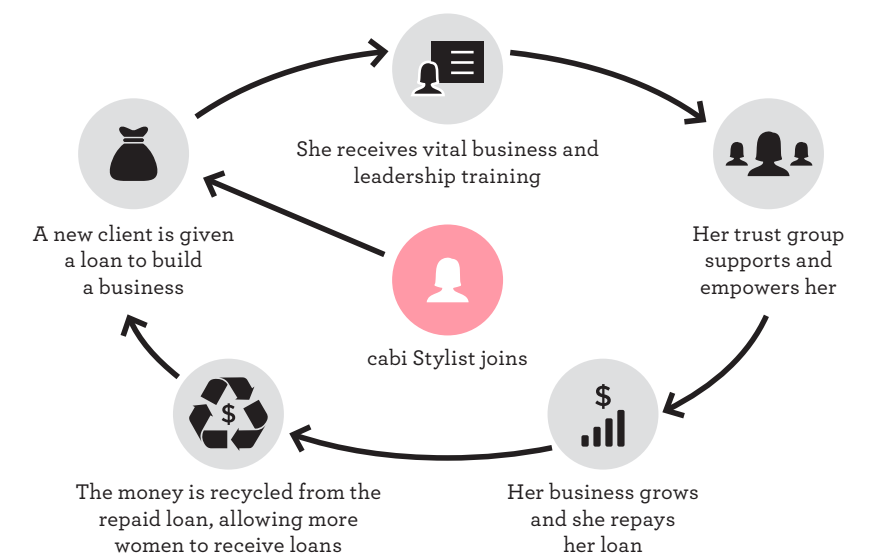
Kindergarten girls at the Colegio Beth School in Mozambique

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.

For Lee and her cabi team, The Heart of cabi Foundation is "how we are able to fulfill a higher purpose, making a difference in this world. As a team, our vision is to impact the lives of women; through W.E. are cabi, we are really changing lives." ●

## HOW IT WORKS







# LASTING RESONANCE

...that certain *je ne sais quoi*

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

Most of us know when we have witnessed a masterpiece, even if we can't pinpoint what makes it so spectacular. The iconic Mona Lisa leaves us wondering what it is about that smile, or the climax of Beethoven's 9th makes us wonder if it's the added voices or the mounting through line that gives us chills. Or why that pinnacle moment in the Beatle's "Hey Jude" makes us all want to sing "nah, nah, nah, nah."

What makes something a musical masterpiece? There is no simple answer, although the world is not at a loss for theories as to why. Anne Richter, artist and educator, describes it best: "You know when you've encountered a masterpiece because it stays with you the rest

of your life...[and] often you don't know why."

And that's really it. The one common quality every masterpiece shares is that it resonates—not just through the rhythmic dance and interrelationship of all the instruments participating, but also the way it connects to the listener so deeply, giving perspective to our own human experience where we feel more known, more hopeful, even more fully ourselves. We are rarely able to articulate why we are enraptured by a piece, but when we are, it's undeniable.

So often over the years, people have inquired about our "certain something" here at cabi...that *je ne sais quoi*. Our community is like a

wide array of individual instruments playing beautifully off one another, resonating deeply with the world around us. There are times when I step back in awe of the music I see all around me—the dynamic movements and crescendos and progression and rhythms, all resonating together. It's an electric feeling when the parts all come

*Each one of us  
could be a creator  
of a masterpiece,  
if only we seek  
to create something  
that deeply resonates  
with the hearts  
of others.*

together, when women share in experiences that meaningfully resonate in their hearts and are remembered long after.

Seeing the impact of each person's contribution makes it clear that each one of us could be a creator of a masterpiece, if only we seek to create something that deeply resonates with the hearts of others.

As we celebrate 15 years of cabi, we celebrate our resonance—the individual sounds and stories that come together to form a community-driven masterpiece. We have been so privileged to serve as the conductor—the humble facilitator—elevating the unique contributions of our community, connecting them together in a way that manifests meaning through unity. And so, while a masterpiece may not be easy to define...we feel its resonance by the way it stays with us; we simply know it has a *je ne sais quoi*. ●





*join us as we uncover a new  
season of style and ideas!*

cabi.

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