

the notion

issue 6, spring 2018

by **cabi**



*a magazine of style,
opportunity & purpose*



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 notion by cabi

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inspired by passion



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spring 2018
Spain

cabi

TREND REPORT

Embrace the chic austerity of *High Contrast*, indulge in the rich lushness of *Heavy Petal*, and lean into the boyish, bookish appeal of *Dapper Darling*—three spring trends guaranteed to inspire a whole new perspective.

5342 Lace
Top xs-xl,
5332 Bralette
xxs-xl



high CONTRAST

TRY A BLACK-AND-WHITE
PALETTE FOR A LOOK
STRAIGHT FROM THE PAGES
OF A FASHION EDITORIAL.
STRIPES, CHECKS, LACE,
AND HEATHERED TEXTURES
LEND A CHIC SIMPLICITY
TO A PHOTO-READY
#HIGHCONTRAST LOOK...
NO FILTER NECESSARY.

photography by Chris Craymer

1. Color Block Shoulder Bag, The Volon 2. 5289 Whistle Cardigan xxs-xl 3. Runway Look, Proenza Schouler Spring '18
4. Egocentrisimo Black-and-White Mirror, Fornasetti 5. Lunar Leather Booties, Pierre Hardy 6. Tara Round-Frame Embellished
Sunglasses, Freda Banana 7. Gypsy Water Eau de Parfum, Byredo 8. Black Cotton Deck Chair, Bloomingville



5289 Whistle
Cardigan xxs-xl,
5329 Notch
Tee xs-xl,
5303 Valentina
Skirt 0-16



5276 Day Sweater
xs-xl, 5346 Clip Art
Blouse xs-xl,
5067 V-Neck Cami
(true white) xs-xl,
5319 Angel
Trousers 0-16 (r/l)



5287 Party Cardi
xs-xl, 5353 Dixon
Top xs-xl, 5321
Dixon Skirt xs-xl

5299 The Times
Jacket xxs-xl, 5332
Bralette xxs-xl,
5323 Coast Tank
xs-xl, 5306 Zip
Skinny 0-16



heavy PETAL

FROM DITSY DAISY
PRINTS ON BLOUSES
AND DRESSES TO
FABULOUS FABRIC
BLOOMS ADORNING
HATS, SHOES, GLASSES,
AND MORE—THIS
SPRING, LET THOSE
WILDFLOWERS
GROW FREE.

photography by Chris Craymer

5344 Poet
Blouse xs-xl,
5315 The
Quest 00-16



1. Runway Look, Michael Kors Spring '17 2. Flower Embellished Hat, Albertus Swanepoel 3. Crystal-Embellished Satin Sandal, Sophia Webster 4. Gold-Plated Swarovski Crystal Hair Slide, Jennifer Behr 5. Lace Rose Cat-Eye Sunglasses, Dolce & Gabbana 6. Flower Print Pillow, Missoni 7. Tempranillo-Syrah Roble Wine, Camina 8. Antigona Large Night Pansy Print Tote, Givenchy 9. 5347 Harmony Blouse xs-xl



5293 Flamenco
Jacket 0-16,
5347 Harmony
Blouse xs-xl,
5316 Tick-Tock
Crop 0-16, 6012
Tiptoe Sandal



5301 Amelia
Jacket xs-xl,
5356 Flipside
Blouse xs-xl,
5305 The High
Slim 0-16



5376 Gingham
Scarf, 5354
Penelope Top
xs-xl, 5310
Brick Dust
Skinny 0-16



5298 Crossroads
Jacket xs-xl,
5371 Dani
Dress xs-xl



dapper DARLING

CHANNEL THE QUIRKY
BOYISH CHARM OF ANNIE HALL
WITH THE CUFFED TROUSERS,
COLLARED SHIRTS, AND TRENCH
COATS OF THE SEVENTIES
INTELLIGENTSIA...THRUST INTO
THE PRESENT DAY WITH BRIGHT
HUES AND FEMININE DETAILS.

photography by Daniel Matallana

5275 Newport
Hoodie xs-xl, 5335
Franklin Blouse
xs-xl, 5314 Charlie
Trouser 0-16 (r/l)



1. Bourton Cotton Corduroy Cap, CA4LA 2. FT5455 Eyeglasses, Tom Ford 3. Digital Camera, Olympus 4. Bergamote 22 Perfume Oil, Le Labo 5. 1915 Medium Tote Bag, Fontana Milano 6. Bedside Lamp, Hermès 7. 5296 Tanner Trench xxs-xl 8. Runway Look, Jil Sander Resort '18 9. Wine & Cheese Picnic Basket, Terrain 10. Woven Leather Slip-On Brogues, Schutz



5281 Canary
Pullover xs-xl,
5368 Whitney
Shirt xs-xl, 5319
Angel Trouser
0-16 (r/l)



5286 Marble
Cardigan
xs-xl, 5338
Embroidered
Blouse xxs-xl,
5332 Bralette
xxs-xl, 5375
Charm Belt s-l,
5316 Tick-Tock
Crop 0-16



5370 Amour
Dress xs-xl,
5323 Coast
Tank xs-xl,
5313 The
Peyton 00-16



5374 Gallop
Scarf, 5296
Tanner Trench
xxs-xl, 5343
Wing Top xs-xl,
5312 9-to-5
Trouser 0-16



LEFT: 5376
Gingham Scarf,
5328 Taper Tee
xxs-xl, 5307
Kick It Crop 0-16
CENTER: 5284
Kimono Cardigan
xs-xl, 5351 Tropical
Blouse xs-xl, 5375
Charm Belt s-l
5305 The High
Slim 0-16
RIGHT: 5297
Dakota Jacket
xs-xl, 5371
Dani Dress xs-xl



LEFT: 5301 Amelia
Jacket xs-xl,
5364 Rose Top
xs-xl, 5310 Brick
Dust Skinny 0-16,
2131 Lookout
Earrings, 2134
Drop Sparrow
Necklace
RIGHT: 5288
Lucy Cardigan
xs-xl, 5358
Pinwheel Top
xs-xl, 5309 High
Straight 0-16

dust never settles

The fight for the neutral of the season was done before it even started. The winner? Brick Dust—the soft go-to hue taking over the runways. Find this gorgeous earthy tone on blouses, toppers, cardis, and skinnies, and match it back to classic denim and delicate patterns for a solid foundation.

photography by Chris Craymer

LIKE A BOSS

Fake it till you make it, and this spring, that means dressing for the corner office no matter where you are in your career. Balance an intricate tweed jacket with flowing white trousers, reach for details like bell sleeves, and never shy away from a pop of red.

photography by Mark Andrew

5294 21 Club Jacket
xs-xl, 5355 Hybrid
Blouse xs-xl, 5319
Angel Trousers 0-16
(r/l), 2131 Lookout
Earrings, 2134 Drop
Sparrow Necklace

THE NOTION by cabi SPRING 2018

5295 Bell Jacket
0-16, 5312 9-to-5
Trousers 0-16, 2131
Lookout Earrings,
6012 Tiptoe Sandal

5292 Valentina
Blazer 0-16,
5364 Rose
Top xs-xl,
5303 Valentina
Skirt 0-16

5285 Trumpet
Cardi xs-xl,
5346 Clip Art
Blouse xs-xl,
5067 V-Neck
Cami (black)
xs-xl, 5375
Charm Belt s-l,
5316 Tick-Tock
Crop 0-16,
2131 Lookout
Earrings

5287 Party
Cardi xs-xl,
5363 Mist
Top xs-xl,
5320 21 Club
Skirt 0-16,
2128 Starfish
Medallion
Necklace



5332 Bralette
xxs-xl, 5368
Whitney Shirt
xs-xl, 5303
Valentina Skirt
0-16, 6012
Tiptoe Sandal

5374 Gallop Scarf,
5284 Kimono
Cardigan xs-xl,
5371 Dani Dress
xs-xl, 2131
Lookout Earrings

PASIÓN *gitana*

This season, we were drawn to the stomping intensity and fabulous flair of flamenco, so we sought out two dancers, Isabel and Diego, whose bold self-confidence called for daring patterns to accentuate their exuberance.

photography by Dean Isidro



5277 Kiki
Cardigan xs-xl,
5358 Pinwheel
Top xs-xl, 5375
Charm Belt s-l,
5314 Charlie
Trousers 0-16
(r/l), 6012
Tiptoe Sandal

Channel their passion by pairing clashing prints: think moody blooms scattered across a striped top with a checked skirt, multi-colored paisleys, micro florals over monochrome leopard spots, and textured tweeds, all mixed and matched to great effect.



5344 Poet
Blouse xs-xl,
5316 Tick-Tock
Crop 0-16,
2131 Lookout
Earrings



5357 Hi-Low
Top xs-xl,
5320 21 Club
Skirt 0-16



5348 Viola
Blouse xs-xl,
5067 V-Neck
Cami (black)
xs-xl, 5321 Dixon
Skirt xs-xl, 2131
Lookout Earrings,
2129 Tide Pool
Bracelet (x2)

can't go wrong

This spring, we devised a hypothesis: styled perfectly, any piece can work for women from all walks of life. We found five subjects, ran some tests, and the results are in—grab versatile go-tos (like the Peplum Blouse) and rock them your way all season long.

photography by Fabio Chizzola

THIS PAGE:

LEFT: 5297 Dakota Jacket xs-xl,
5349 Peplum Blouse xs-xl,
5067 V-Neck Cami (classic navy) xs-xl,
5315 The Quest 00-16,
2128 Starfish Medallion Necklace,
2129 Tide Pool Bracelet,
6012 Tiptoe Sandal
RIGHT: 5285 Trumpet Cardi xs-xl,
5349 Peplum Blouse xs-xl,
5067 V-Neck Cami (true white) xs-xl,
5309 High Straight 0-16

THIS PAGE:

LEFT: 5296 Tanner Trench
xxs-xl, 5349 Peplum Blouse
xs-xl, 5067 V-Neck Cami
(true white) xs-xl, 5312
9-to-5 Trousers 0-16, 2134
Drop Sparrow Necklace
CENTER: 5275 Newport
Hoodie xs-xl, 5349 Peplum
Blouse xs-xl, 5067 V-Neck
Cami (true white) xs-xl,
5311 Brick Dust
Curvy Skinny 0-16
RIGHT: 5295 Bell Jacket
0-16, 5349 Peplum Blouse
xs-xl, 5067 V-Neck Cami
(true white) xs-xl, 5319
Angel Trousers 0-16 (r/l)

They say you'll know when you meet "the one," but this spring, we've fallen for two fabulous new shoes and we absolutely refuse to choose. Conquer the day in eye-catching flats that tie up the ankle, revealing inky indigo blossoms and stripes. Or, spice up summery ensembles with a bold red heel that marries the texture of an espadrille with the elegance of a pump.

photography by
Dean Isidro



5301 Amelia Jacket xs-xl,
5349 Peplum Blouse xs-xl,
5067 V-Neck Cami (classic navy) xs-xl,
5308 Slim Boyfriend 00-16,
6013 Tied Up Sandal

SOLE MATES



5285 Trumpet Cardi xs-xl, 5343 Wing Top xs-xl, 5374 Gallop Scarf, 5309 High Straight 0-16, 2131 Lookout Earrings, 2128 Starfish Medallion Necklace, 6012 Tiptoe Sandal



5298 Crossroads Jacket xs-xl, 5370 Amour Dress xs-xl, 2129 Tide Pool Bracelet (x2), 6012 Tiptoe Sandal



5336 Te Amo Blouse xs-xl, 5375 Charm Belt s-l, 5319 Angel Trouser 0-16 (r/l), 6013 Tied Up Sandal



5297 Dakota Jacket xs-xl, 5357 Hi-Low Top xs-xl, 5303 Valentina Skirt 0-16, 6013 Tied Up Sandal



RIGHT:
5295 Bell Jacket 0-16, 5364 Rose Top xs-xl, 5315 The Quest 00-16, 2134 Drop Sparrow Necklace, 6012 Tiptoe Sandal





LEFT: 5351 Tropical
Blouse xs-xl, 5303
Valentina Skirt
0-16, 2129 Tide
Pool Bracelet
RIGHT: 5374 Gallop
Scarf, 5372 Simple
Playsuit xs-xl, 5375
Charm Belt s-l

explorers club

Grab a friend, rent an old car, and hit the open road.
We'd say travel light, but who are we kidding—you'll
need a bevy of chic outfits for this road trip.

photography by Mark Andrew



5332 Bralette
xxs-xl, 5330
Easy Tank xs-xl,
5320 21 Club
Skirt 0-16,
2129 Tide
Pool Bracelet



5298 Crossroads
Jacket xs-xl,
5330 Easy Tank
xs-xl, 5321 Dixon
Skirt xs-xl



LEFT: 5293 Flamenco
Jacket 0-16, 5360
Tiered Top xs-xl, 5316
Tick-Tock Crop 0-16
RIGHT: 5277 Kiki
Cardigan xs-xl,
5370 Amour Dress
xs-xl, 2134 Drop
Sparrow Necklace

Pack jumpsuits for elegant countryside lunches, tweed skirts for sitting courtside at the tennis club, and leopard print cardis for a well-deserved apéritif after a long day of driving. Remember, it's not about where you're going, but what you're wearing.

5277 Kiki Cardigan
xs-xl, 5348 Viola
Blouse xs-xl, 5307
Kick It Crop 0-16,
2128 Starfish
Medallion Necklace



5297 Dakota
Jacket xs-xl,
5279 Cartwheel
Pullover xs-xl,
5335 Franklin
Blouse xs-xl,
5309 High
Straight 0-16

5352 Lush
Blouse xs-xl,
5281 Canary
Pullover xs-xl,
5308 Slim
Boyfriend 00-16,
2131 Lookout
Earrings



5297 Dakota
Jacket xs-xl,
5285 Trumpet
Cardi xs-xl,
5331 Ruffle
Tank xs-xl,
5314 Charlie
Trouser 0-16
(r/l), 6012
Tiptoe Sandal



out
of the
blue!

Ditch your old denim and step into surprising shades of blue for an update on this classic spring staple. Discover rich indigo crops with frayed hems, jean jackets with a flirty peek of lace, washed-out skinnies, and boyfriends covered in patches.

photography by Daniel Matallana



EVERYTHING ON THE LINE

Get ready for stripes on everything from casual hoodies and scoop neck tees, to long cardis, tanks, and halters with lines in every weight...from thin to chunky! Match back to solids and rock this must-have all season long!

photography by Chris Craymer

OPPOSITE PAGE: LEFT: 5324 Windward Hoodie xs-xl, 5305 The High Slim 0-16 RIGHT: 5281 Canary Pullover xs-xl, 5333 Ibiza Tee xs-xl, 5309 High Straight 0-16 THIS PAGE: LEFT: 5289 Whistle Cardigan xxs-xl, 5372 Simple Playsuit xs-xl, 2134 Drop Sparrow Necklace CENTER: 5374 Gallop Scarf, 5331 Ruffle Tank xs-xl, 5307 Kick It Crop 0-16 RIGHT: 5334 Bow Halter xs-xl, 5368 Whitney Shirt xs-xl, 5315 The Quest 00-16, 2131 Lookout Earrings, 2134 Drop Sparrow Necklace, 2129 Tide Pool Bracelet

the New Queen of Spain

Rule the season and lead by example with ensembles inspired by some of our favorite destinations in Spain. Play with shape, color, texture, pattern, and above all...have fun with it!

photography by Daniel Matallana

GRANADA

Echo the Gothic and Moorish architecture with a boho-patterned top.

5295 Bell Jacket 0-16,
5354 Penelope Top xs-xl,
5315 The Quest 00-16

THE NOTION by cabi SPRING 2018



BARCELONA

Late dinners that turn into parties call for lace tops and flowy skirts.

5301 Amelia Jacket
xs-xl, 5346 Clip
Art Blouse xs-xl,
5067 V-Neck Cami
(black) xs-xl, 5321
Dixon Skirt xs-xl



MADRID

Keep it classy in the capital with a suit made of separates.

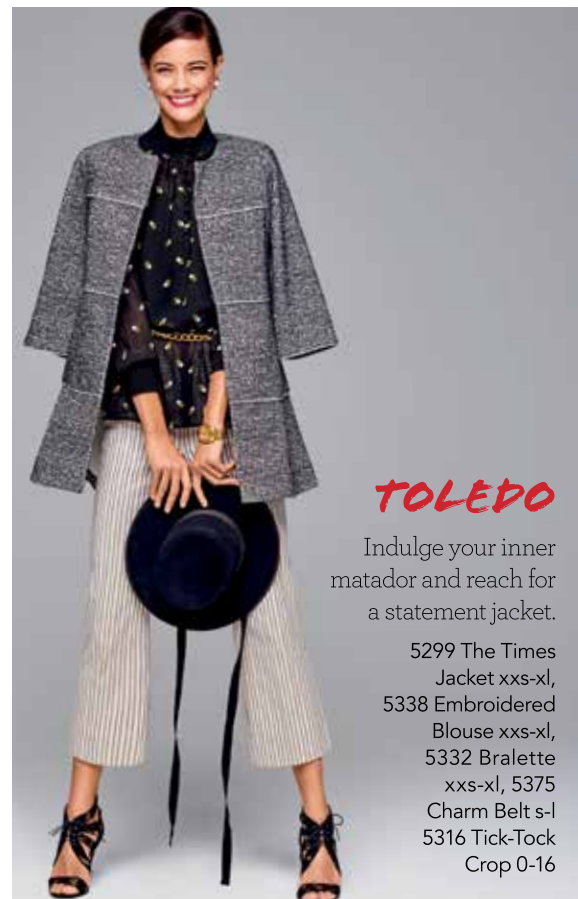
5285 Trumpet Cardi xs-xl, 5332 Bralette xxs-xl, 5303 Valentina Skirt 0-16, 2134 Drop Sparrow Necklace



TOLEDO

Indulge your inner matador and reach for a statement jacket.

5299 The Times Jacket xxs-xl, 5338 Embroidered Blouse xxs-xl, 5332 Bralette xxs-xl, 5375 Charm Belt s-l 5316 Tick-Tock Crop 0-16



SALAMANCA

Embrace an academic vibe and mix a checkered blazer with trousers.

5292 Valentina Blazer 0-16, 5342 Lace Top xs-xl, 5332 Bralette xxs-xl, 5314 Charlie Trouser 0-16 (r/l)



IBIZA

Watch the sunset over the Mediterranean in a flowy scarf worn as a wrap top.

5376 Gingham Scarf, 5305 The High Slim 0-16, 2131 Lookout Earrings, 2128 Starfish Medallion Necklace, 2129 Tide Pool Bracelet (x2)



what to PACK

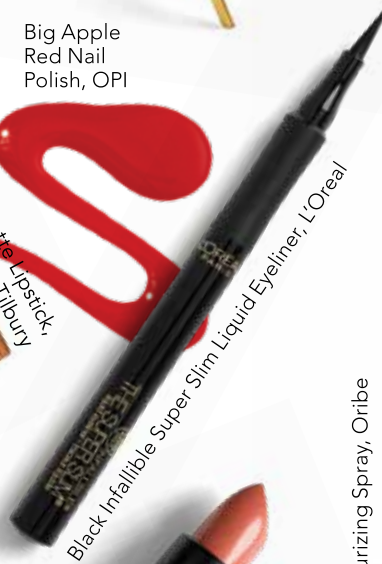
We found ourselves inspired by the fiery exuberance of Spanish culture: think bold red lips and bright red nails. For a little extra glitz, try an eye flick, or keep it simple with a mellow palette of beige, nude, and pink tones on lips and cheeks. Finish it off with texturizing spray and get those big wavy curls that are simply to die for.



Vintage
Floral
Headband,
The RealReal

Big Apple
Red Nail
Polish, OPI

Love Bie Matte Lipstick,
Charlotte Tilbury



Black Infallible Super Slim Liquid Eyeliner, L'Oréal

Dry Texturizing Spray, Oribe



Cat Eye
Sunglasses,
Miu Miu



Raquel Audacious Lipstick, NARS



Fabric
Flower, Gucci



5332 Bralette xxs-xl,
5370 Amour Dress xs-xl,
5306 Zip Skinny 0-16,
2131 Lookout Earrings,
2134 Drop Sparrow
Necklace

5332 Bralette
xxs-xl, 5368
Whitney Shirt
xs-xl, 5303
Valentina
Skirt 0-16

5332 Bralette
xxs-xl, 5336
Te Amo Blouse
xs-xl, 5315 The
Quest 00-16

UNDER & OVER

Our favorite style choice of the season bets big on bringing a base layer to the fore. Rock the Bralette over collared shirts, geo dresses, and billowy tops, letting the long length of each peek out from underneath, lending form-fitting shape and plenty of intrigue to everyday ensembles.

photography by Daniel Matallana



RETAIL IS BROKEN

How cabi is disrupting the industry and reinventing the way women shop and work.

We've all experienced it. You walk out of a store with nothing, or at best, with something you're not completely sure of in hand. As you climb into the car, you toss your shopping bag in the backseat between the groceries, between the discarded toys and empty juice boxes, between the responsibilities, the obligations, the challenges, the frustrations of day-to-day life. Rather than the excitement of having just found a treasure, there is an uncertainty that lingers. "Did I just spend too much," "Will it work with the items in my closet," "Will he like it?"

Shopping used to be fun—a much needed break from our hectic daily lives; it was a chance to discover something new, to be taken care of, to indulge in a little fantasy, to feel beautiful. It's been so long since any of those things defined a shopping experience that we wonder if such moments ever happened at all.

Clearly, retail is broken. From not being able to find what fits to putting up with dismissive salespeople, most women are simply disheartened by the present-day shopping experience. They feel judged or ignored, they're tired of the time it takes, the stress, the uninspired looks, and the lack of confidence to choose. It's isolated and impersonal—no, that saleswoman doesn't really know you, nor does she have the skills to get to—and those few pieces in the backseat of the car don't reflect your personal style; you may never even wear them.

Skip the mall, you might think,

since everything is merely a click or a tap away these days. But those seeking respite from retail quickly discover that e-commerce is hardly an improvement. What you get when you shop online is a glut of options, but none of the joy of interacting with products: to touch them, to experience them. These sites fill a need, but it's a purely transactional one. Algorithmic style suggestions attempt to personalize from afar, but instead of delivering something fresh and original, we consistently find styles we already have plenty of, and are left longing for the excitement and wonder of discovering something new.

What a small group of women realized 16 years ago was that discovering something new required creating something new: a new way for their friends to shop that's both joyful and connected. By bringing the Fashion Experience into the home and reframing the conversation from transactional to personal, they've turned the act of shopping into a journey of self-discovery and self-assurance shared amongst friends both new and old. The mere act of getting together with girlfriends (something one rarely has an excuse to make time for these days) invites a sense of openness, community, and plain old fun that doesn't exist anywhere else.

When you work with a Stylist, when you build a relationship with somebody you can truly trust, what you get in return is a wardrobe that thoroughly works for you—that amplifies your



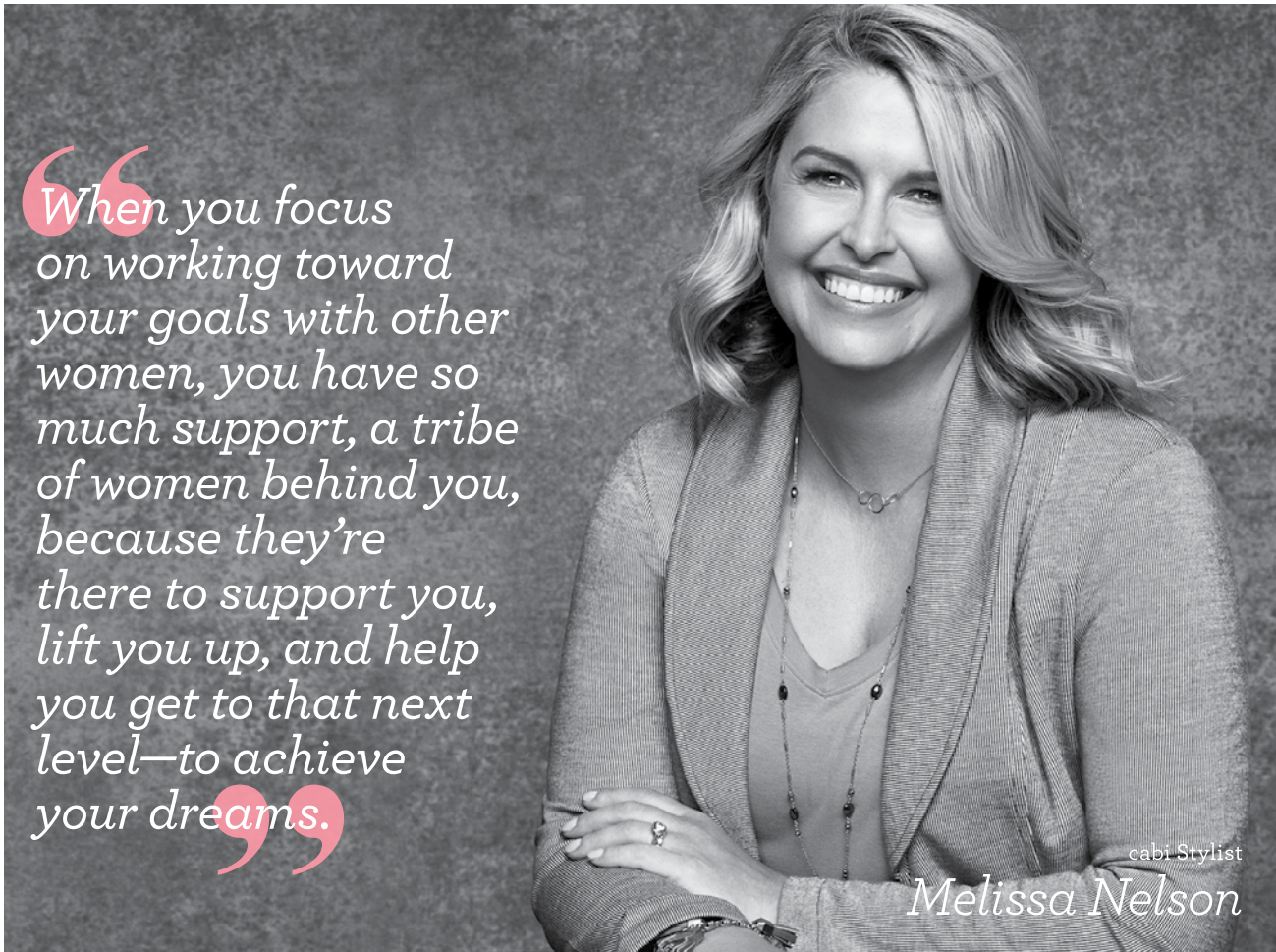
cabi Stylists, left to right

*Michelle Kennedy
Melissa Nelson
Tonya Body
Jo Perry*



The cabi Fashion Experience is about ongoing, deepening friendships—connecting people to people, not just people to product.

cabi Stylist
Jo Perry



When you focus on working toward your goals with other women, you have so much support, a tribe of women behind you, because they're there to support you, lift you up, and help you get to that next level—to achieve your dreams.

cabi Stylist

Melissa Nelson

personal style, helps you discover your style for the very first time, or embrace new styles you never otherwise would have considered. "I just love when a lady who's having a really tough day comes to one of my shows and I find her something that makes her look and feel great. All the other women start to comment and she leaves standing tall. I've seen it transform people—it's fantastic," said Jo Perry, expounding on what she loves most about being a Stylist. The cabi Fashion Experience is about ongoing, deepening friendships—connecting people to people, not just people to product. "I feel so lucky that I can make an impact on how women feel, and ultimately how they see themselves," explained cabi Stylist Melissa Nelson.

A connection with other women, and a sense of community, has been exchanged for the demands of jobs,

family, and obligations. And an enjoyable shopping experience is an oxymoron. In offering an alternative, the women of cabi have also created an opportunity for other women to have an alternative career: their own business. "Before cabi, I was in the corporate world working as a project manager," Jo recalled. "I'd had the most wonderful jobs, I got to travel the world, but when that career ended, I really wanted to do something that was going to make a difference. I wanted to do more, I wanted to be more."

For many women, this shift represents the first time they're truly in control of their own schedules. In choosing this path, they gain the flexibility to maintain all of their responsibilities as mothers, sisters, and wives. "My cabi career has afforded me the luxury of moving across the

country to help my daughter pursue her dreams. There's nothing else like that," said Michelle Kennedy, a Veteran Stylist with 22 seasons under her belt. What makes this choice unique is the freedom and flexibility doesn't come at the expense of growing a business with real financial upside.

Reflecting on the success she's enjoyed over the past five seasons, Melissa shared, "With my cabi business, I have been able to pay for the upgrades in our new home, as well as for our lawn and landscaping. We just finished our basement, and I paid for my husband's graduate school specialist degree. Now I am saving for my son's college education and hope to take a few trips along the way," Jo agreed. "Having a long-term financial plan that I'm in control of is reassuring in these times of redundancies and economic uncertainty. I am confident

in being able to grow a long term business that's liberating, relevant, and profitable.

Unlike most roads to prosperity—fraught with competition, everyone scrapping over an ever dwindling amount of respect and opportunity—cabi Stylists are all about lifting other women up, inspiring them to not only look and feel great, but also to be the most successful versions of themselves. In the words of Melissa, “When you focus on working toward your goals with other women, you have so much support, a tribe of women behind you, because they’re there to support you and lift you up and help you get to that next level—to achieve your dreams.”

It's this unique balance between do-

ing what's right for oneself while serving others that makes cabi so special. “I strive to lead forward in everything that I do, and having people there to help you push forward, to move those barriers, that's an incredible gift,” said cabi Stylist Tonya Body. “As cabi girls, we all have different backgrounds, but we're all like-minded, entrepreneurial women with a purpose: to serve, to do well in our communities, to put others first—that's why I love my cabi business.” 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.

When we think back to that dis-

appointing car ride home from the mall, we can't help but laugh at how little it resembles the shopping experience cabi has created. At the end of a show we observed one evening, we saw women clutching new wardrobes, beaming with a new sense of self. There was laughter and lightness in the cool evening air as they made their way to their cars—made their way back to reality, rested and refreshed. Last to leave was the Stylist, who strode confidently down the driveway, a broad smile spreading across her face. Hers was not merely a smile of success, but a look that radiated purpose and meaning; it's an expression of deep and enduring fulfillment—the kind that comes from being the change you wish to see. ●

“What makes this choice unique is that the freedom and flexibility doesn't come at the expense of growing a business with real financial upside.”

cabi Stylist

Michelle Kennedy



“As cabi girls, we all have different backgrounds, but we're all like-minded, entrepreneurial women with a purpose: to serve, to do well in our communities, to put others first—that's why I love my cabi business.”

cabi Stylist

Tonya Body



WOMEN HELPING WOMEN AROUND THE WORLD

photography courtesy of Opportunity International

Take a moment to imagine...30 years from now. You're sharing with your children and grandchildren that you were part of the generation that eradicated extreme global poverty. And you also get to share how you personally contributed to that endeavor, passing along the message that small actions in the right direction truly make a difference.

This potential reality does not need to live just in your imagination. You actually could be part of this significant feat, one that has eluded all generations who have come before us.

While extreme poverty has felt like a fixed reality for centuries, change is on the horizon. Between 1990 and 2012, the number of people living in extreme poverty was reduced by almost two-thirds, dropping from 37% to

about 13% in only 22 years. The World Bank and global economists project that over the next 10-15 years, it's possible to cut it by half again.

From the day cabi began, we've had a mission to encourage and empower women in need, and so, in 2005, we formed The Heart of cabi Foundation with great intentionality to make a difference for poor and disenfranchised women around the world.

Through our partnership with Opportunity International, we created our W.E. are cabi Program (which stands for "Women Entrepreneurs are cabi")—a one-for-one program through which we provide a small business loan for a woman in the developing world for every new cabi Stylist who begins her business, thereby making them Sister Entrepreneurs.



**CELEBRATING
13 YEARS OF GIVING!**
\$50 MILLION USD *in clothing distributed*
139 *Stylist communities served through local giving events*
12,800 *small business loans funded for women in developing countries*
62 *countries impacted*





SERVING OUR LOCAL COMMUNITIES

Cabi women have garnered a reputation for their quality of character, not only through the way they bring transformation to women through service and style, but also in ways they serve those around them in need. In 139 communities across the United States, Canada, and the U.K., Stylists have joined together to touch the lives of women through our annual Heart of cabi Foundation Week and natural disaster relief events.

Every year, cabi hosts a Heart of cabi Foundation Week, where Stylists partner with local nonprofit organizations and work one-on-one with recipients to find professional outfits, warm layers for cold days, or special pieces that bring a smile to their face.

“It’s staggering to see the number of women we were able to collectively serve through Heart of cabi Foundation Week,” said cabi Stylist Tammy Golden, who served in the Houston area this year.

“I remember one teenage girl who had a little fashion shoot the day after we helped her find new clothes—we made her feel beautiful and that melted my heart.”

Tammy also spearheaded a local Heart of cabi Foundation disaster relief event in Houston this year after devastating storms led to significant loss for many. The Foundation provided new clothing to help women affected rebuild their wardrobes. “The women who attended were grateful, polite, optimistic, and incredibly gracious, no matter what they’d been through,” she said. “They truly see a brighter future and it’s so inspiring.”

Cabi Stylists, through The Heart of cabi Foundation, are committed to leading lives of purpose and passion by helping other women find their inner beauty and joy when they slip on a brand new garment and move one step closer toward restoration. ●

As cabi Stylists build their businesses, they are simultaneously giving women in the developing world the resources to also build businesses they’re proud of and, in turn, women everywhere are impacting their families and communities. Just as cabi Stylists collaborate to be more successful, our Sister Entrepreneurs join together in Trust Groups for training and strengthen one another’s businesses by working together.

From the day cabi began, we’ve had a mission to encourage and empower women in need, and so, in 2005, we formed The Heart of cabi Foundation with great intentionality to make a difference for poor and disenfranchised women around the world.

“The work of Opportunity International is grounded in the same philosophy we have at cabi—when business is done in close relationship, the results are so much greater than when we work alone,” said cabi CEO Lynne Coté.

A powerful, staggering reality is that when women are given an economic opportunity, for every dollar earned, they invest 80 cents back into their families, whereas men, in general, invest 30 cents. Additionally, as women gain success, they employ members of their communities and send their children to school. And as they repay their loans, their loan turns into an average of 5 more loans over time!

To date, The Heart of cabi Foun-

dation has funded 12,800 small business loans around the world. “We invest in women entrepreneurs because we know when a woman is given the opportunity to better her life, her gut instinct is to also see those around her thrive,” said cabi Founder, President, and Chief Culture Officer, Kimberly Inskeep. “As a company of women, we think it’s pretty darn cool to be part of the larger sisterhood helping to eliminate extreme poverty. We really believe we can do it!”

Atul Tandon, CEO of Opportunity International, states, “The best way to eradicate poverty is jobs. And thanks to programs like W.E. are cabi and Make a Change, Opportunity International drove the creation of 17.3 million jobs across 22 developing nations by the end of 2016, and we’re on our way to achieving our goal of 20 million jobs by 2020. Our vision is a world without extreme poverty by 2030. Cabi and its Stylists have become a formidable force in helping us achieve that big, hairy, audacious goal.”

In 2016, a group of cabi Stylists journeyed to Rwanda to spend time with some of our Sister Entrepreneurs. “Going to Rwanda changed everything for me. I saw how what we’re doing doesn’t just impact individuals—as more women work together, they are changing whole nations and economies,” cabi Stylist Carolyn Drummond said. “And it doesn’t take much to make a real difference—there are such easy ways to contribute through cabi.”

Join us in taking action against extreme global poverty in these three ways: begin a career as a cabi Stylist and be paired with a Sister Entrepreneur, round up your cabi purchase through our Make a Change Program (all proceeds help fund small



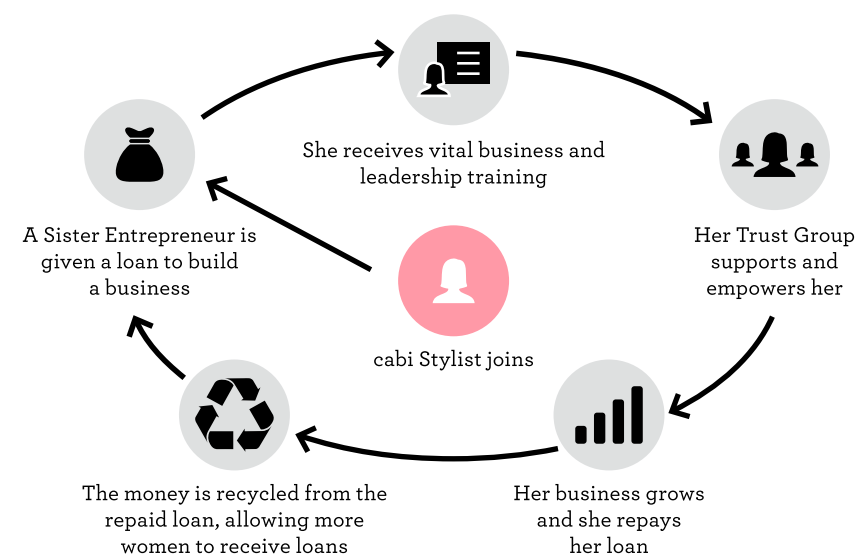
Naggalama Junior School, Uganda

business loans), or purchase the Te Amo Blouse supporting The Heart of cabi Foundation. With each of these actions, we’ll move closer to stamping out global poverty.

And so, imagine again that moment when you’re sitting with your family sharing the role you

played in making this a reality. As anthropologist Margaret Mead said, “Never doubt that a small group of thoughtful, committed citizens can change the world—it’s the only thing that ever has.” This is cabi’s living legacy—and we invite you to be part of it. ●

HOW IT WORKS





Kimberly
Inskip

HURTS SO GOOD

The trouble and triumph
of being *inspired by passion*

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

Flamenco dancers and matadors, with their strong, dramatic movements, undeniably evoke a strong sense of passion. It was this iconic imagery from Spain that gave our Creative Team huge inspiration this season, thus our season's theme—*inspired by passion*.

The word “passion” evokes a sense of strong emotion, intense desire, and unbridled fire. And yet, the word is now so often used to simply refer to things like our favorite sport, hobby, or even food, that we dilute its true meaning and miss its significance. The Latin definition ups the ante, telling us passion means “to suffer for something you love.” Anyone who has kids—especially teenagers—might say a hearty “amen,” as we eagerly go to painstaking ends out of our love for them.

But what about your life's big passion? Do you have one? That igniting fire that gives clarity to your days, a tenacity that defies logic, and a fulfillment that pushes you ever-forward? You do. And if you haven't uncovered it yet, just look at what makes you mad, sad, and glad. Consider the continuity among your responses, and you may uncover the passion uniquely knit into your heart. You'll find a passion that is likely deeply rooted in others instead of a desire solely for the sake of the self (which always comes up short).

For cabi, our passion has always been rooted in more than just cute clothes, but in our joy of empowering women. In the words of Frederick Buechner, your passion pursuit is “where your deep gladness and the world's deep hunger meet.”

*Articulating
our passion—the “why”
behind our life's purpose—
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Articulating our passion—the “why” behind our life's purpose—might be one of the most important things we'll ever do. And yet, if we know it in our heads but don't live it out in our bodies, it remains a nice idea—a forever “what if.” Passion isn't passion unless there's action.

For us as women, there are strong forces that keep our passion at bay, quenching the fire that may have once burned in our heart. We are held back by our perception around our limits of time, or limits of personal potential, or even more significant in keeping us from pursuing our heart's deepest passion...our perception—our fear—of what others think of us.

And yet, as the Latin definition suggests, pursuits of passion are not filled with pleasantries, but rather discomfort, inconvenience, and road-blocks of a very thorny kind. Any worthy pursuit will ruffle feathers. Any strong emotion, intense desire, or unbridled fire will be met with scrutiny. And so, we choose to stay safe, preserving our passion as an ideal periodically spoken of but never really acted upon.

But when we weigh the costs of safety and comfort versus the triumphs born of true passion, we just may find the inspiration that will fuel our willingness to step into the discomfort of our passion. And in the midst of challenge, we'll encounter the life we've always been meant to live, at that glorious intersection of our deep joy and the world's great need... a life that hurts so good. ●



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