



cabi Brings Celebrity Stylist Erin Walsh and the Art of Intentional Dressing to 2,000+ Women at cabi Fashion Week

Walsh challenged cabi Stylists to see getting dressed—and the work they do—as a daily practice of authenticity, confidence, and connection

ANAHEIM, CA, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- [cabi](https://www.cabi.com), the purpose-driven women's fashion brand redefining personal styling through its independent Stylist community, is bringing new energy to the conversation around personal style following cabi Fashion Week, which was held July 24–25 in Anaheim, California. Celebrity stylist, creative director, and bestselling author Erin Walsh joined more than 2,000 cabi Stylists from across the U.S., Canada, and the U.K. for a powerful conversation about dressing with intention, the relationship between style and self-perception, and the meaningful role Stylists play in helping women feel seen, confident, and fully themselves.



Walsh, whose client list includes Anne Hathaway, Selena Gomez, and Mariska Hargitay, among others, built her career on a single belief: that a closet is not just a collection of clothes, but a portal of possibilities, a daily choice about who a woman wants to be and how she wants to feel. That philosophy is the foundation of her national bestseller, “The Art of Intentional Dressing” (HarperOne, May 2026), and of her signature C.R.E.A.T.E method, which she developed to help women find clarity, confidence, and purpose through what they wear.

Bringing Walsh to the cabi Fashion Week stage reflected a shared belief that personal style is about more than getting dressed. For nearly 25 years, cabi has built its business around helping women feel confident through one-on-one relationships with independent Stylists. Like cabi,

Walsh believes that what you wear can shape how you feel, and that style is most powerful when it's personal. It's a perspective that resonated with the cabi community and made her a fitting voice for this year's event.

"When you disconnect from yourself, you are not being authentic to yourself," Walsh told the audience. In one of the session's most provocative moments, she challenged the instinct to disappear inside the familiar: "Comfortable is a word people use to not be seen."



That invitation to be seen carried through a session focused not only on clothing, but on identity, purpose, and the power of the conversations women have with themselves and one another. Walsh brought the ideas behind her book off the page through personal reflection, practical guidance, and a live exploration of dressing for a feeling rather than an occasion.

The message found particular resonance among cabi Stylists, whose work is rooted in personal relationships with women. Through in-home styling sessions, private appointments, and virtual styling experiences, Stylists help clients identify clothing that reflects who they are, how they want to feel, and how they want to move through the world. Walsh underscored the significance of those exchanges: "What you are doing is not small." She continued, "Your stories are empowering and powerful, and that conversation every day with yourself is how it starts."

Walsh's appearance reflected the shared belief at the heart of both her work and cabi's: personal style is an ongoing practice that can create real shifts in confidence, self-perception, and connection. Her CREATE method offered Stylists a fresh framework for continuing the work they already do every day, helping women make more intentional choices and see new possibilities in themselves.

"Fashion has the power to transform not just how we look, but how we feel," said cabi CEO Addie Rintel. "Erin understands that getting dressed with intention can change the way we move through the world, and that's exactly what our Stylists help women experience every day. We're honored to have had her join us at Fashion Week as we celebrated the confidence, connection, and community that make cabi so special."

Held twice each year, cabi Fashion Week brings thousands of independent Stylists together to experience the new seasonal collection, sharpen their business skills, and strengthen the community that drives cabi forward. It is a powerful moment of education, inspiration, and

shared purpose that equips Stylists to return to their communities with renewed confidence and momentum. Walsh's session became a defining moment of this season's event, giving Stylists new language for the impact they make and reinforcing that every meaningful transformation begins with a woman choosing to see herself differently.

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About cabi

Founded in 2002 by a group of women with a vision to reimagine how women shop, cabi is a women's fashion brand built on personal styling and community. Through a nationwide community of independent Stylists across the United States, Canada, and the United Kingdom, cabi offers curated seasonal collections through in-home and virtual styling experiences, and direct to consumers at cabionline.com. Cabi's current owners consist of funds managed by TCW Asset Management.

About TCW

TCW is a global asset management firm with more than fifty years of experience in fixed income, equities, and alternative strategies. Guided by a disciplined, research-driven approach, we concentrate on areas where deep expertise makes a meaningful difference. Through rigorous fundamental analysis, prudent risk management, and high-conviction decision-making, we strive to construct portfolios that uncover opportunities and deliver enduring value. We partner with institutions, insurers, financial advisors, and individual investors worldwide, providing clarity and a long-term perspective to help our clients navigate in ever-changing markets. For more information, please visit tcw.com.

The TCW Private Credit Group is an investment platform that operates within TCW specializing in providing senior secured loans to U.S.-based middle-market borrowers. Since 2001, TCW has delivered private credit solutions across a broad range of industries and has the capability to underwrite financings of up to \$300 million. TCW's substantial capital base and experienced investment team enable flexible structuring, high certainty of execution, and long-term partnership.

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