

TBA, 2025

CASE MAGAZINE

CLEVER ADVERTISING & STRATEGY EXPERT



THE
OUTSIDERS
RUNWAY
LATEST FASHION TRENDS

THE NETFLIX
OF HAIR WITH
MELISSA

THE SCIENCE
OF CHIC WITH
BIANCA



Hot Take: The Netflix Of Hair With Melissa

Melissa Hair Rental

We spoke to Melissa, owner of Melissa Hair Rental, who has since coined the phrase 'The Netflix of Hair' for her business. She told us how she came about with the idea of her business, and what inspired her. "I've always believed that beauty should be accessible, sustainable, and fun—but let's be honest, buying high-quality hair extensions is a huge investment. Most women only need them for a special event or a short-term confidence boost, so why pay hundreds (or thousands) for something you'll wear once?"



The 'aha' moment came when I saw a bride stress over buying expensive extensions for her wedding day, only to toss them in a drawer afterward. I thought: What if hair could be like a designer dress rental? No commitment, no waste—just glamour on demand. That's how Melissa Hair Rental was born."

The Rental Process

Melissa Hair Rental offers a streamlined process: customers select their desired weave and can rent it for a maximum of three days, ideal for short-term needs like events or special occasions. The service includes shipping and hassle-free returns.

Hot Take: The Science of Chic With Bianca



"Your nails should complement your life, not complicate it."

She says, a nail appointment is more than just a beauty treatment, it's an experience that nurtures both the body and mind. Bianca approaches nail design like a tailored strategy session. 'Your nails should survive your life, not just your Instagram feed,' she insists, vetoing stilettos for clients who type 80 words per minute and talking brides down from chrome fantasies with hard data on chip rates.

Her shape matrix is legendary: almond for elegance that endures, squoval for practicality, and ballerina only if your calendar involves more champagne than childcare. The litmus test? 'If you can't text within 30 seconds, we're recalibrating.' Clients leave with two revelations: their ideal manicure, and the quiet confidence of someone who just outsmarted the beauty industrial complex."

We sat down with Bianca – 'The Nail Whisperer' to her loyal clients – to dissect what separates a forgettable manicure from true nail artistry. Her reputation isn't built on trends, but on an almost surgical understanding of how nails should move, last, and elevate. Whether it's a CEO who needs her hands camera-ready by 8 AM or a bride moments from a meltdown, Bianca's solutions are equal parts science and strategy.

Booking An Appointment



"Booking a session, typically involves reaching out, and getting access and a timeslot to my work studio. I prep for every client like it's a first date," she admits. Expect a sensory experience from arrival (citrus-scented sanitizers, curated playlists) to final cure, with her trademark 'nail diagnostics' in between. 'Your cuticles don't lie,' she says, tailoring each shape and polish to withstand your life. Payment is seamless, gratuities appreciated, but the real win? Walking out with nails that look expensive, not exhausting

Therapy Bots: The Promise of Tomorrow, The Limits of Today

AI is reshaping mental healthcare—but can it ever replace human connection?



WRITTEN BY CASE
CONTRIBUTORS JONATHAN

In 2023, over 50 million people confessed their deepest fears to an algorithm. Some left feeling heard. Others left feeling hacked. As AI therapy explodes into a \$50 billion industry, we ask: Is this the next chapter in mental healthcare—or just a high-tech placebo?"

THE OUTSIDERS RUNWAY



Despite the constantly changing trends in fashion, there are certain timeless pieces that never go out of style. The little black dress, for example, has been a go-to staple for women for decades. Classic pieces like this demonstrate the enduring elegance of women's fashion. Throughout history, women's fashion has evolved and changed with the times. From the corsets and voluminous skirts of the 1800s to the flapper dresses of the 1920s and the miniskirts of the 1960s



THE TRENDSETTERS

*Simplicity that
Brightens the Elegant
Impression*

The Dark Art Of Strategic Plagiarism



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris vitae metus a velit sagittis suscipit vel sed dui. Curabitur at feugiat dolor. In auctor nunc faucibus, semper orci quis, tincidunt purus. Proin nec eros magna. Suspendisse aliquet risus ligula, a porttitor sapien volutpat nec. Fusce at purus eu massa semper viverra luctus id enim.

Culinary Expeditions

ChatGPTs guide to make it sound like you tried.

Lore*m ipsum dolor sit amet, consectetur adipiscing elit. Mauris vitae metus a velit sagittis suscipit vel sed dui. Curabitur at feugiat dolor. In auctor nunc faucibus, semper orci quis, tincidunt purus. Proin nec eros magna. Suspendisse aliquet risus ligula, a porttitor sapien volutpat nec. Fusce at purus eu massa*

Lore*m ipsum dolor sit amet, consectetur adipiscing elit. Cras tristique feugiat metus, a porttitor dolor vestibulum vitae.*

