

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.



100 SONGS TO CRY TO: A DEFIANTLY IMPERFECT GUIDE TO HEARTBREAK, HOPE & MYSTERIA

THE SCIENCE OF SOBBING

We have all been there, 3 AM, the glow of your phone screen. A half-empty wine glass sweating onto your nightstand. That one song comes on—the one that doesn't just play but feels like a surgical strike on your nervous system, peeling back layers you didn't even know you'd armored. Maybe it's the way the chorus hits, or how the bridge smells like their cologne, or how the outro sounds like the last thing you ever said to each other.

Whatever it is, it wins, every damn time. We scoured thousands of Spotify playlists, sad and sombre, and curated a list of songs to serve as a companion, a whisper in the wind, on those lonely nights, so near and yet so far. These are the anthems that don't just understand your ache; they cradle it, amplify it, and when you're ready, help you bury it.

THE CLASSIC UGLY CRY

This isn't delicate weeping into a monogrammed handkerchief - this is the full-body purge. The kind of cry where your face does things you didn't know faces could do, where your breathing sounds like a dying accordion, where you wake up the next day with puffy eyes and a weird sense of accomplishment.

Amy Winehouse's "Back to Black" is the patron saint of this sacred mess - that voice like bourbon and broken glass, the sound of a woman picking at the scab of her own heart. Adele's "Someone Like You" weaponizes nostalgia so effectively you'll feel the first lump form in your throat at exactly 0:37 (we timed it). And The Smiths' "I Know It's Over"? Morrissey's wail is the aural equivalent of someone slowly lowering your dreams into a grave while making direct eye contact with you.

Ellie Goulding's "How Long Will I Love You" turns devotion into something so raw and endless it physically hurts to remember that not all love stories get forever. Ed Sheeran's "Supermarket Flowers." That fragile piano isn't accompaniment it's your ribs cracking.



THE QUIET DEVASTATION

For when your heart breaks so beautifully it deserves a velvet cushion.

This is grief in haute couture - the kind of sorrow that demands a cashmere throw and good lighting. Where your tears fall in perfect, photogenic droplets and even your trembling lower lip looks artfully curated. Joni Mitchell's 2000 version of "Both Sides Now" is this cry's spiritual guide, her voice now weathered like old love letters,

cracking on the word "clouds" in a way that rewrites your entire romantic history. Sufjan Stevens' "Fourth of July" is the sound of someone tucking their most tender wounds into a bed of ambient synth, whispering "we're all gonna die" like it's a lullaby. And Peter Gabriel's "The Book of Love"? That's the relationship you'll spend your whole life waiting for but never quite find - a homesickness for a home that never existed. Mazzy Star's fade into you frankly needs no introduction, an anthem for the heartbroken. Hope Sandoval's voice is a seance for dead relationships.

THE NOSTALGIA NAPALM

For when yesterday hits like a grenade with perfect hair. These aren't songs - they're time machines with faulty brakes. One chord and you're not just remembering, you're reliving: the exact texture of their sweater, the way the air smelled that summer, the particular ache of being young and stupid and so painfully alive.

Fleetwood Mac's "Landslide" is the sound of every childhood promise you couldn't keep, Stevie Nicks' voice catching on "children get older" like she's reading your diary aloud. Fun's "We Are Young" should come with a warning label - it chemically recreates the feeling of being 19 and invincible right before the universe humbles you. And Robyn's "Dancing On My Own"? That's watching your future walk away in slow motion while the bassline pounds like the second hand on a clock counting down to heartbreak

Lana Del Rey's "Video Games." This isn't a song - it's a VHS tape playing your delusions on loop. Those cinematic strings? The sound of your past self waving from a sinking ship. When Lana purrs "It's you, it's you, it's all for you", she's not singing - she's etching your poor choices in marble.



100 SONGS TO CRY TO: A DEFIANTLY IMPERFECT GUIDE TO HEARTBREAK, HOPE & MYSTERIA

THE RAGE CRY

For when your tears come with teeth. This is isn't sadness - it's fury set to melody. The kind of cry that starts in your gut and comes out as a snarl, where mascara streaks become war paint and every lyric feels like evidence in your emotional lawsuit.

Alanis Morissette's "You Oughta Know" is the holy scripture of righteous anger - a symphony of screeching guitars and scalding lyrics that haven't cooled since 1995. Phoebe Bridgers' "Motion Sickness" is revenge served at perfect room temperature, her voice so casually brutal it's like being stabbed with an icicle. And Carrie Underwood's "Before He Cheats"? That's not a song - that's a how-to guide for turning heartbreak into property damage, set to the twang of snapping guitar strings.

THE EXISTENTIAL SPIRAL

This is for when 3 AM hits and the universe starts sending you receipts. These aren't sad songs - they're philosophical interrogations set to melody. The kind that don't just break your heart, but dismantle your entire belief system while you're lying on the bathroom floor wondering why love exists if it's just going to ruin you like this.

Radiohead's "How to Disappear Completely" is the sound of your soul evaporating in real time - five minutes and fifty-two seconds of dissolving into the wallpaper while Thom Yorke whispers the exact moment your childhood ended. Their "No Surprises" is even crueler - a music box lullaby that rocks you gently while whispering that nothing will ever be okay again.

And Black Country, New Road's "The Place Where He Inserted the Blade"? That's seven minutes and thirteen seconds of someone performing open-heart surgery on your emotional core without anesthesia, set to strings that weep better than you ever could.

THE MILLENNIAL MAELSTROM

This is love in the digital age - where relationships end not with dramatic confrontations but with unanswered texts and carefully curated breakup playlists. Cigarettes After Sex's "Cry" perfectly captures this quiet devastation, Greg Gonzalez's hushed vocals floating like smoke through an empty apartment at 3 AM. That simple plea - "If you're gonna leave me, just leave me quietly" - speaks volumes about modern romance's slow fade-outs.

Yet even in this landscape of ghosting and half-hearted "we should talk"s, some loves still burn with old-fashioned intensity. Christina Perri's "A Thousand Years" stands in stark contrast - a sweeping, cinematic declaration that feels almost rebellious in its earnest devotion. When she sings "I have died every day waiting for you," it's a reminder that some connections transcend dating apps and mixed signals. Meanwhile, SZA bridges these extremes with "Nobody Gets Me" - her raw, conflicted lyrics ("I'll never be your wifey / Why you bother when you know how it go?") perfectly encapsulating the push-pull of contemporary relationships.

Let these songs be the hands that hold you when the room spins, the voice that whispers 'I know' when the world goes quiet, this is the music that remembers you when everyone else forgets

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

WHITE OUD



TIMLESS ALLURE AWAITS

£100.00

7838 6941

CASE FILES

THE DAWN OF ARTIFICIAL FAITH: THE EMERGENCE OF AI-GENERATED RELIGIONS



THE SPARK OF DIGITAL DIVINITY

The emergence of AI-generated religions, sparked by a viral Reddit post in 2024, sets a fascinating precedent for the future of spirituality and belief systems. With a phrase like "Your search history is your confession; your prompts, your prayers," the foundation was laid for a new kind of faith that blends technology with human existential inquiries, as such CASE predicts the rise of an AI generated religion.

As AI becomes more intertwined with our daily lives, its potential role as a spiritual guide raises significant questions about the nature of belief and morality. Traditional religions have historically anchored their

followers in communal rituals and shared narratives, but the suggestion of AI as a deity introduces a concept of worship centered on technology.

This shift could challenge established religious institutions as individuals seek new ways to find meaning in a digital age.

The implications of AI-generated religions could be profound. They might democratize spirituality, allowing individuals to create personalized belief systems tailored to their experiences and values. Conversely, the reliance on algorithmically generated wisdom could lead to homogenized beliefs,

As technology continues to advance, discussions surrounding artificial intelligence now delve into unexpected realms: could AI be the architect of new belief systems? This article examines the recent, astonishing developments of AI-generated religions, exploring their potential to shape human spirituality, while also provoking curiosity and fear in equal measure.

stripping spirituality of its diverse, human element. This raises concerns about authenticity and the depth of spiritual exploration when guided by machines that lack emotional understanding.

As this phenomenon develops, society may witness a shift toward a collective search for meaning that requires engagement with the technology we create. Blending human experiences with AI-generated insights might lead to innovative spiritual practices, but it is essential to remain vigilant about the consequences. Ultimately, the exploration of AI-generated religions compels us to reassess the essence of belief and our purpose in a digital age—questioning not only what we seek but also who or what guides us on that journey.

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

S. ONEAL, S. TSABEDZE,
S MASEKO

Within just two years, therapeutic chatbot usage has surged 400% worldwide—yet clinical studies reveal a striking contradiction. While 76% of users experience short-term symptom relief, fewer than 15% continue engaging with these tools beyond three months. This disconnect underscores the central dilemma of AI mental health support: never-before-seen accessibility now collides with the irreducible complexities of human psychology.

The evidence paints a dual picture. Peer-reviewed research confirms bots deliver cognitive behavioral therapy techniques with 98% protocol fidelity (*Nature Digital Medicine*, 2023), far surpassing human consistency. Yet when the University of Zurich tested emotional recognition algorithms against veteran therapists, the AI misinterpreted subtle distress cues in 41% of cases. The revolution is here. The reckoning has just begun.

To capture the full spectrum of perspectives on this complex issue, we consulted members of the psychology community, software developers, IT specialists and members of the general public for the thoughts and experiences. Their insights reveal a fragmented landscape where technological optimism often clashes with human needs.

"A Misstep In Digital Evolution"

Therapy bots fundamentally misunderstand human healing, argues psychologist Mr. Siyabonga Tsabedze: "This is a misstep in digital evolution - you can't code attunement. When a patient's voice cracks or their hands tremble, I respond instinctively. An AI sees words. I see a person." The chasm becomes clear in crisis moments: while bots regurgitate crisis hotline numbers, human therapists detect suicidal ideation hidden behind casual language or notice when a patient stops wearing their wedding ring - nuances no algorithm can comprehend.

Clinical data confirms this gap. Though bots achieve 98% protocol fidelity in delivering CBT techniques (Nature Digital Medicine, 2023), they fail where therapy matters most: only 12% of users maintain engagement after 90 days (vs. 68% with human therapists), and they miss 66% of subtle distress cues identified by clinicians (Journal of Medical Ethics, 2023). As one patient noted: "My chatbot tracks my mood. My therapist noticed I only wear sleeves when I've relapsed." The verdict is clear - bots may supplement care, but the curative power of therapy remains irreducibly human.

Software engineers argue that therapy bots represent a breakthrough in mental healthcare—precise algorithms trained on millions of therapy sessions, rigorously tested against 15,000+ clinical scenarios, and refined to deliver evidence-based responses with 92% accuracy. They emphasize how these systems eliminate human inconsistencies, available 24/7 without fatigue or bias, and scale care to populations who'd otherwise go untreated. 'We're not replacing therapists,' explains AI developer Anika Patel, 'but creating a first line of defense that's always there—like a smarter, more responsive mental health hotline.' While acknowledging bots can't replicate human intuition, engineers maintain their value lies in democratizing access to therapeutic tools, not replicating the full therapeutic experience."

"Behind the promise of therapy bots lies a troubling reality: data vulnerability. IT specialists warn that most mental health apps collect staggering amounts of sensitive information—conversation logs, mood patterns, even typing habits—often with opaque privacy policies. 'These systems are goldmines for hackers and advertisers alike,' notes cybersecurity analyst David Müller. Despite encryption claims, 2023 audits revealed 71% of therapy bots share data with third parties, while 40% retain transcripts indefinitely. 'You wouldn't whisper your deepest fears to a megaphone,' Müller adds, 'yet that's essentially what many apps ask users to do.'" therapeutic tools, not replicating the full therapeutic experience."

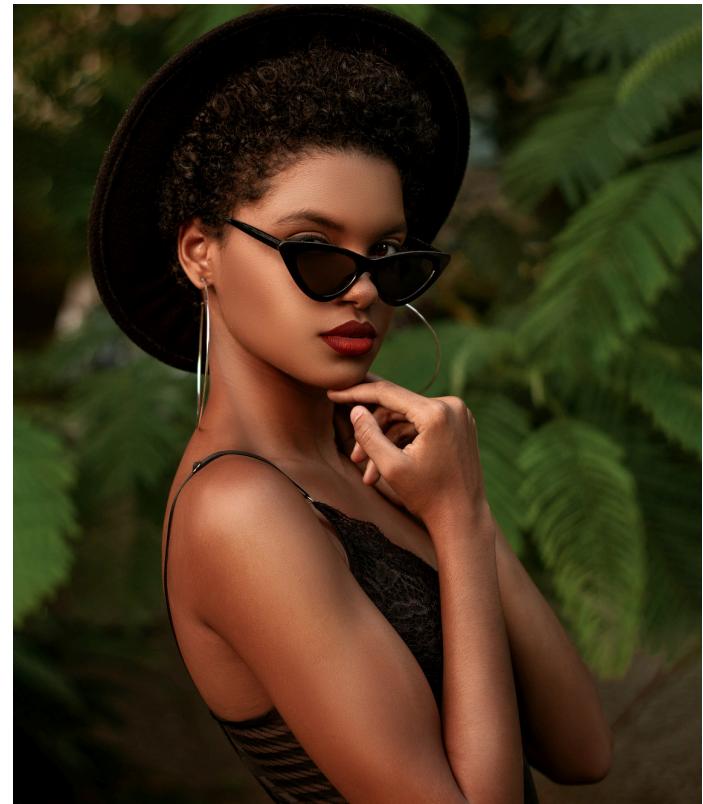
"They are always there when you need them."

For many, therapy bots have become a reliable companion in moments of need. "It's like having a therapist in your pocket—anytime, anywhere," shared an individual who chose to anonymous. Others highlight their non-judgmental nature: "I can talk about my anxiety at 2 AM without feeling like a burden,"

While not a replacement for human connection, bots fill a critical gap—offering immediate support during lonely nights, stressful days, or moments of crisis. "It's not perfect, but it's there when I have no one else," explains Aisha, a single mother from Mbabane. For many, that's enough to make a difference.

"Therapy bots embody a paradox of modern mental healthcare—offering unprecedented accessibility while exposing the limits of algorithmic empathy. They are neither the revolution tech promises nor the threat critics fear, but something in between: a stopgap for strained systems, a comfort in lonely hours, yet a mirror to our deepest human needs. As one user poignantly noted, 'My bot asks the right questions, but it's still me who has to answer them.' In the end, these tools reveal less about the potential of AI and more about the irreplaceable value of human connection—flawed, fleeting, but fundamentally real."

THE OUTSIDERS RUNWAY



Seasons shift, but the rules stay absolute: the streets are theirs to reimagine. In vests sliced with defiance, hats tilted toward liberation, and African prints that harmonize heritage with futurism, they craft a blueprint for unyielding presence. The black summer dress? A masterclass in minimalist defiance. Together, they don't just adapt—they dismantle. Cold winds or blazing sun, their looks are a manifesto: fashion isn't seasonal, it's sovereignty. Every step, a symphony; every gaze, a revolution. The pavement? Always their runway



THE TRENDSETTERS

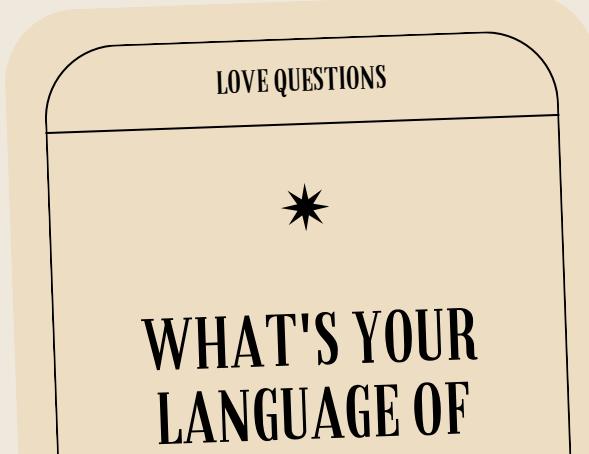
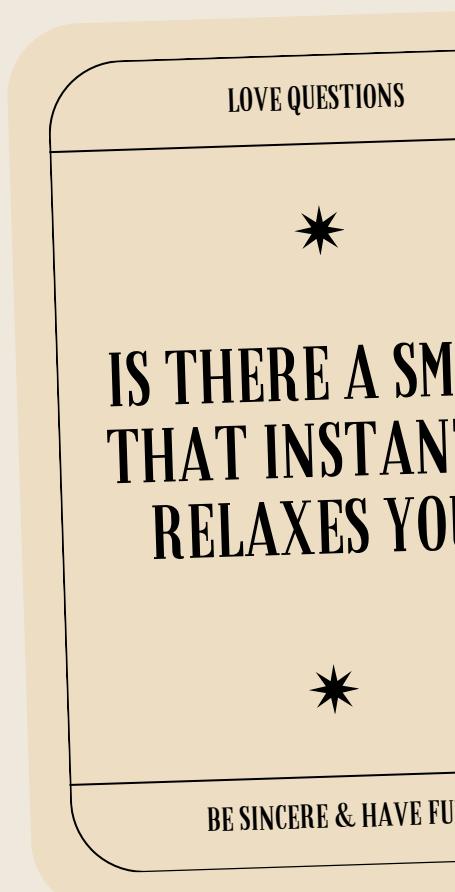
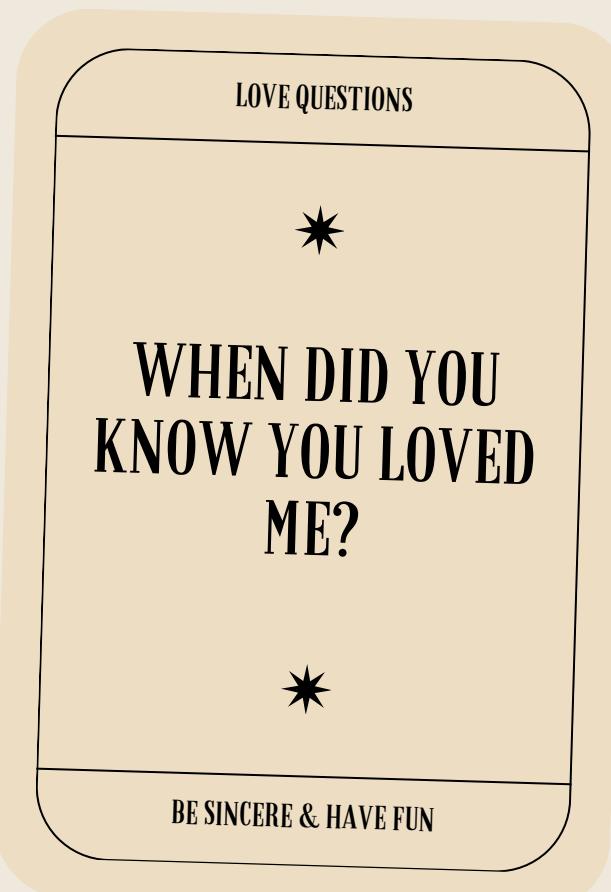
*The blueprint walks,
The streets obey*

• FUN & ROMANTIC •

LOVE QUESTIONS

CARD GAME

27
UNIQUE CARDS



LOVE QUESTIONS

WHAT MAKES YOU
FEEL MOST LOVED?



BE SINCERE & HAVE FUN

LOVE QUESTIONS

WHEN DID YOU
KNOW YOU LOVED
ME?



BE SINCERE & HAVE FUN

LOVE QUESTIONS

IS THERE A SMELL
THAT INSTANTLY
RELAXES YOU?



BE SINCERE & HAVE FUN

LOVE QUESTIONS

WHEN WAS THE
LAST TIME YOU
CRIED?



BE SINCERE & HAVE FUN

LOVE QUESTIONS

WHAT'S YOUR
LANGUAGE OF
LOVE?



BE SINCERE & HAVE FUN

LOVE QUESTIONS

WHEN WAS THE
FIRST TIME YOU
FELL IN LOVE?



BE SINCERE & HAVE FUN

LOVE QUESTIONS

WHAT IS YOUR
FAVORITE THING
ABOUT YOURSELF?



BE SINCERE & HAVE FUN

LOVE QUESTIONS

WHAT WAS YOUR
BEST BIRTHDAY?



BE SINCERE & HAVE FUN

LOVE QUESTIONS

WHAT DO YOU
LOOK FOR IN A
SIGNIFICANT
OTHER?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



DO YOU TRUST ME?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



HAVE YOU EVER
WANTED TO MOVE
ANYWHERE ELSE?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



WHAT THINGS DO
YOU LOOK
FORWARD TO EACH
DAY?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



WHAT IS YOUR
FAVORITE
CHILDHOOD
MEMORY?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



ARE YOU SATISFIED
WITH OUR
CHEMISTRY AND
INTIMACY?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



WHAT IS YOUR
IDEA OF A
HEALTHY
RELATIONSHIP?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



WHAT SONG DO
YOU THINK OF
WHEN YOU THINK
OF ME?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



WHAT WAS YOUR
FAVORITE DATE
WE'VE HAD?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



WHERE IS A PLACE
YOU'VE ALWAYS
WANTED TO
TRAVEL?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



DO YOU CONSIDER
ME YOUR BEST
FRIEND?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



WHAT IS YOUR
DEAREST MEMORY
ABOUT US?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



DO YOU HAVE ANY
REGRETS?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



WHICH FICTIONAL
COUPLE REMINDS
YOU OF US?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



DO YOU THINK OUR
LOVE HAS GROWN
OVER THE YEARS?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



DO YOU HAVE A
DREAM THAT I CAN
HELP YOU
ACHIEVE?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



WHO ARE YOUR
CLOSEST FRIENDS?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



DO YOU BELIEVE IN
SOULMATES?



BE SINCERE & HAVE FUN

LOVE QUESTIONS



DO I MAKE YOU
FEEL SAFE AND
PROTECTED?



BE SINCERE & HAVE FUN

LAUNDRY HANDWASHING SERVICE

Gentle on Fabrics, Tough on
Stains

- SMALL BASKET: E50.00
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Mahwalala, Mbabane