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The term soft life is ubiquitously used on the streets and is known as an idiom that means a life of comfort and a life that resembles no evidence of unpleasantness. Daily, adults are faced with trying to keep afloat and ensuring that things do not fall apart, with that said whenever one is seen to be in an assumed “better” position the phrase “soft life” will be bestowed upon them.

The thirteenth cheque season is upon us and what this season means for South Africans equates to being liberated into the soft life. This is the season that allows us to splurge on the things we have longed for throughout the year.

Some argue that Slay queens and kings live a soft life, to them the game of life requires no sweat to get the things they want in life, these nice things just present themselves, the soft life. Our mass market in South Africa has got a warped ideology of what real wealth is (soft life) and assume that it is acquired by ‘soft activities’ and not hard work.

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