THE WEBER FORECAST

FABU-LOUS

SO HOT RIGHT NOW

CHOOSE WISELY

WEEKLY TRENDS REPORT

Pictured: iStock

Thursday 10 October 2024

THIS WEEK'S FORECAST

THE WEBER FORECAST

Micro trend ————————————————— Macro trend

Icon Glossary

Difficult to action

Toxic fandom

Aging – a fine line

The death of detail

Easy to action

Winter arc

Treasure hunts

Fragheads

Icon Glossary
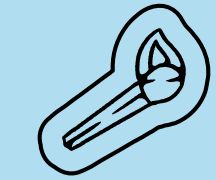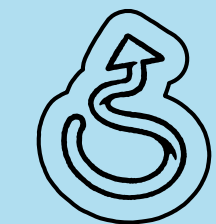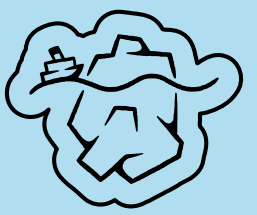
Trending
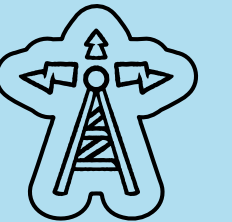
News you should know

On the up

Cancelled

It's gonna be big

That's the tea

Sustainability

Consumer habit

TikTok trend

Be quick

FOR YOUR INFO

SPILLLLL THE TEA

This week's dates & microtrends

TikTok trends of the week

Oct 1st is the new Jan 1st . The **winter arc** of self-improvement starts now!

We were heavily invested in **Phoebe Kong lore**.

Brace yourselves, The 2016 **Zara puffer** jacket has returned from the grave just in time for Halloween.

The predicted **Halloween costumes trends**. Prepare for too many Deadpools and minions return for the 100th time. Also **adorning your home** in Beetlejuice core, stripes and zany furniture are the M.O.

ICYMI

Love **James Blunt** but hate his name? If his debut album reaches No 1 in the charts, he will legally change his name. Our suggestion: Sing-Song Old Guy.

Not one but TWO **treasure hunt** stories! After 31 years, one of the longest treasure hunts is over. Elsewhere, a treasure hunt was resolved nine days before its deadline when one lucky hunter located a **24-karat gold statue** hidden in Massachusetts. They also got a bitcoin wallet worth around $70,000.

Phrase of the week

'Email apnea'.Holding your breath until all emails are read/replied to. I passed out last Tuesday! Turns out it was all spam…

Digi update

Don't sulk when ChatGPT doesn't name your brand, **Brands are increasingly using 'share of AI'** as a success metric.

Tea of the week

Crumblgate. A fake Crumbl cookies popup scams the Australian locals for A$17.50 for stale cookies imported from the US.

Rising trends

Millennial women might quit their jobs instead of dealing with **menopause at work**. A survey says 70% of the generation would change their work situations.

Focused on relaxation and better weather, **44% of UK adults** have chosen to take a holiday during shoulder season.

Established trends

The **ten-year anniversary** of 'normcore'. Let's celebrate with beaten up sneakers and quirky hats!

You smell like your dad, **old school perfumes** from the 90's are making a comeback amongst Gen Z 'fragheads'.

Insights of the week

Online influencers are being sought out by Gen Z as their primary source of information and advice. Are we an influencer?

Reading difficulties among college students as they struggle to read one book due to being woefully unprepared from their previous education.

Useful resource

OK COOL report. An interactive report on all things Gen Z/alpha.

The future

Male birth control is in the horizon. Keep staying safe people!

Remember **buttons on your devices**? Product designers are enhancing simple buttons and are returning physical touch to electrical devices. We love a good clickity click.

One to watch

In the same week **Princess Diaries 3** was confirmed, a live action **Rugrats** was announced! The kids however will be animated, sounds terrifying.

Stats of the week

In the UK, the number of **employees sick** has been rising by 300,000 a year and 4 million are out of work from ill health.

More than a quarter (27%) of neurodiverse people say they have a lack of confidence in **managing their money, and don't feel seen in campaigns**.

Weekly dose of cute

I hear there was a juicy Bodega cat in here. A **TikTok account** dedicated to interviewing cats in small businesses around New York.
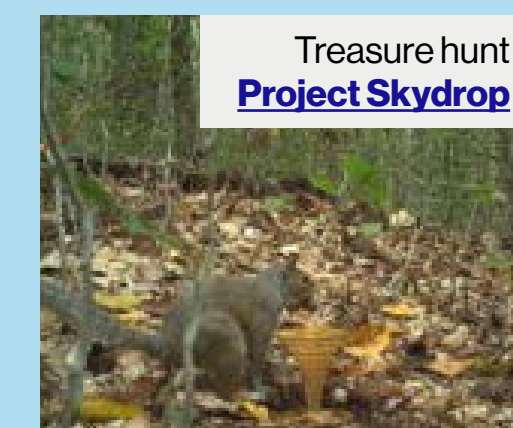
Upcoming dates for the diary

- It's #SpookySzn
- Clocks 'Fall' back – October 27
- Halloween – October 31
- Día de los Muertos – November 2

'normcore' **The Times**

Shopcatsshow **TikTok**

LULU
LOCAL DIVA
That cat is spectacular

James Blunt **X**

Treasure hunt
Project Skydrop

TREND TRACKING

How some of the trends we've identified have evolved in recent months

Midlife male makeovers

Image: **TimesCulture**

Rivalling the influx of nepo babies on the catwalks of Milan Fashion Week were...middle aged men. A 69-year-old Willem Dafoe closed the Miu Miu catwalk, Rob Lowe bared his 'he-vage' and Daniel Craig continued his experimental 'wacky' style overhaul. According to **The Guardian**, we're entering a fun fashion era for midlife menswear. Andrew P Smiler, PhD and author of *Is Masculinity Toxic*?, says this shift in fashion parallels changes in the definition of masculinity, with some men staying close to what they know, while others (like Daniel) more willing to make more extensive changes. With middle aged men finding favour with Gen Z, it's not surprising that luxury brands are aligning with them to appeal to younger shoppers.

Trend: High end male adornment

The death of detail

Image: **CulturalTutor**

From millennial grey and the coffee shop aesthetic to the corporatisation of brand logos, we know that culture is flattening. None more so than in **design**, where speed and utility is increasingly favoured over attention to detail and charm. The once-red phone box morphed into a characterless grey box. Intricate doorbells became electronic grey buttons. Boring grey buildings are literally **making us sick**. In a time when people are actively seeking moments of surprise and joy, brands can become more memorable by not forgoing the details, looking to the past to inspire modern design.

Trend: Flat culture Earth

Toxic fandom

Image: **Variety**

The proliferation of remakes, spinoffs and sequels in popular culture has led to the rise of **toxic fandom**, described as "when fan criticism curdles from good-faith dissatisfaction into a relentlessly negative, often bigoted online campaign". Shows like **The Acolyte**, House of the Dragon and The Last of Us have fallen victim to such behaviour, including episodes featuring same-sex relationships being negatively review bombed online. Although a tiny subset of fans, the toxicity is felt so heavily that it has led to projects being altered for fear of fan backlash. With fans central to the bottom line, studios are increasingly investing in everything from superfan focus groups to social media bootcamps for stars training them how to deal with online hate for their portrayal of a character.

Trend: Stan culture

This week's long read

AGING — A FINE LINE

Is our obsession with age robbing us of joy?

"This is the first time for me where I've seen work done and it's felt truly dystopian" – Ellen Atlanta
Dazed Digital

@Rachy_MUA anti-Botox makeup

@Xtina

The divisive body horror about ageing has won plaudits for star Demi Moore yet some remain unconvinced of its depth
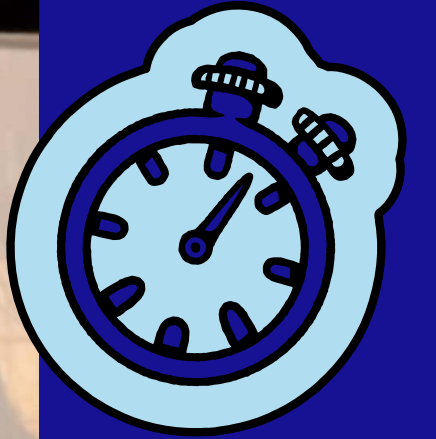**The Guardian**

Demi Moore's latest film, *The Substance*, has been met with **division**. Centring on a 50-year-old woman who takes an anti-aging substance (to horrific effect) after losing her job, some see it as a triumph of feminine rage. Others think it plays too explicitly into Hollywood's age-old (pardon the pun) depiction of older women on screen; that worth is intrinsically linked to youth and beauty, and that aging is disgusting.

The timing of it reflects an interesting cultural tension around female aging, with two distinct narratives playing out.

On one hand, recent viral beauty trends like **Beetlejuice Lips** and **Anti-Botox** Makeovers **celebrate and enhance wrinkles** while pushing back against so-called **Instagram face** and the industry's obsession with youth. Pamela Anderson **continues** to be an ambassador for natural aging by going makeup free on the red carpet.

On the other hand, we're entering what one plastic surgeon has dubbed the '**undetectable**' era, with **Christina Aguilera** the posterchild for invisible, dystopian like surgical enhancements that seemingly reverse aging. Non-surgical treatments like **NAD+ drips** have also exploded in popularity, with fans like Jennifer Aniston praising the treatment's "fountain of youth" benefits.

While some brands, like Dove, have tried to reframe the conversation around aging from punishment to privilege, we can't deny that opportunities decline as women get older. A recent report discovered a 154% pay gap between influencers aged 18 to 30 and those aged 30 to 45. This perpetuates the belief that worth is intrinsically linked to youth, while also limiting opportunities for older women to create age-celebrating content.

Weber Forecast Insight

With beauty and wellness content skewing anti- or reverse-aging, brands have a duty to ensure representation across the board, elevating pro-aging content creators by paying them equally and helping hero the trends that highlight – not hide – the signs of a life lived.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

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Workshops

Our own '**Culture Collider**' workshop methodology approaches briefs through the lens of cultural trends to help teams create culture first ideas.

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