

HELLO
FRIDAY



WEEKLY TRENDS REPORT

THIS WEEK'S FORECAST



Micro trend

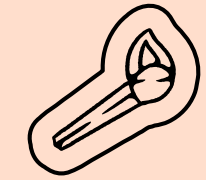


Macro trend

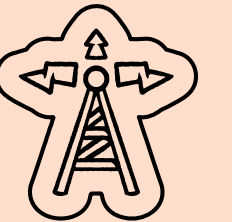
Icon Glossary

Difficult to action

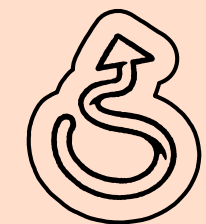
Easy to action



Trending



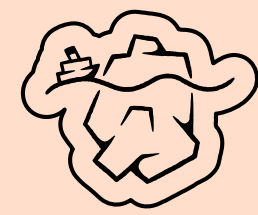
News you should know



On the up



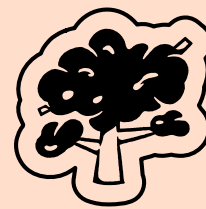
Cancelled



It's gonna be big



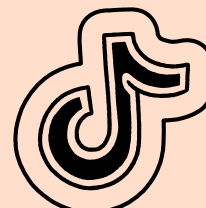
That's the tea



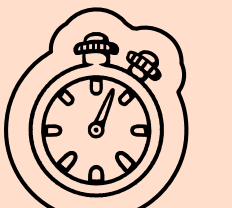
Sustainability



Consumer habit



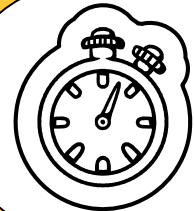
TikTok trend



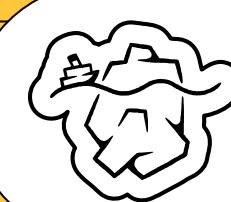
Be quick



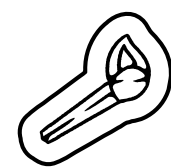
Blue light stare



Aura points



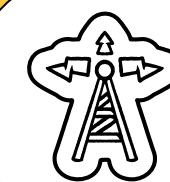
The great DIY revival



Kid-free restaurants



Sadfishing



Four-day week

FOR YOUR INFO



This week's dates & microtrends

Digi update

According to new **Pew Research**, most X users say that they use the app to keep up with news, with half of respondents saying they regularly get their news on the platform.

Tik tok trend of the week

Aura points are trending, as users share how they've lost and gained points based on daily life. Effectively, the more aura points you have, the cooler you are...

What we're loving this week

Gen Z are "**Jane Birkinifying**" their luxury bags, personalising them with trinkets, stickers and gems to add some extra flair.

ICYMI

Millennials rejoice – **Habbo Hotel** has brought back the 2005 version of the virtual world this week!

Rising trend

With the rise of repair cafes popping up during the cost-of-living crisis, there is a "new repair subculture" emerging across the UK, leading to what The Guardian calls "**the great DIY revival**".

The tea

Gen Z are taking aim at tween Gen Alpha, accusing them of having a "**blue light stare**" to describe their reliance on screens.

Two out of five Brits have admitted carrying out an "**act of revenge**" on someone who has wronged them. Gen Z are the most likely to seek revenge, with 62% saying they like to get even.

The Future

We're in the middle of a **new space race** as countries compete to be the quickest to get humans back to the moon.

Upcoming dates for the diary

- Tribeca Film Festival (June)
- Glastonbury (26 June)
- The 2024 Olympics (26 July)

Bye bye

Kids in restaurants? **Bliss in St Louis** made headlines this past week after they announced they were only allowing in women over 30, and men over 35, to create a sophisticated and sexy dining experience.

Phrase of the week

Got someone on your Instagram or Facebook that posts mysterious or vague updates to get attention? The internet has dubbed the practice "**sadfishing**" and has agreed that it's cringe af.

WTF of the week

M.I.A debuted her new conspiracy-friendly fashion line, which helps to protect wearers from **electromagnetic waves** life Wi-Fi and 5G, on InfoWars this week.

Useful resource

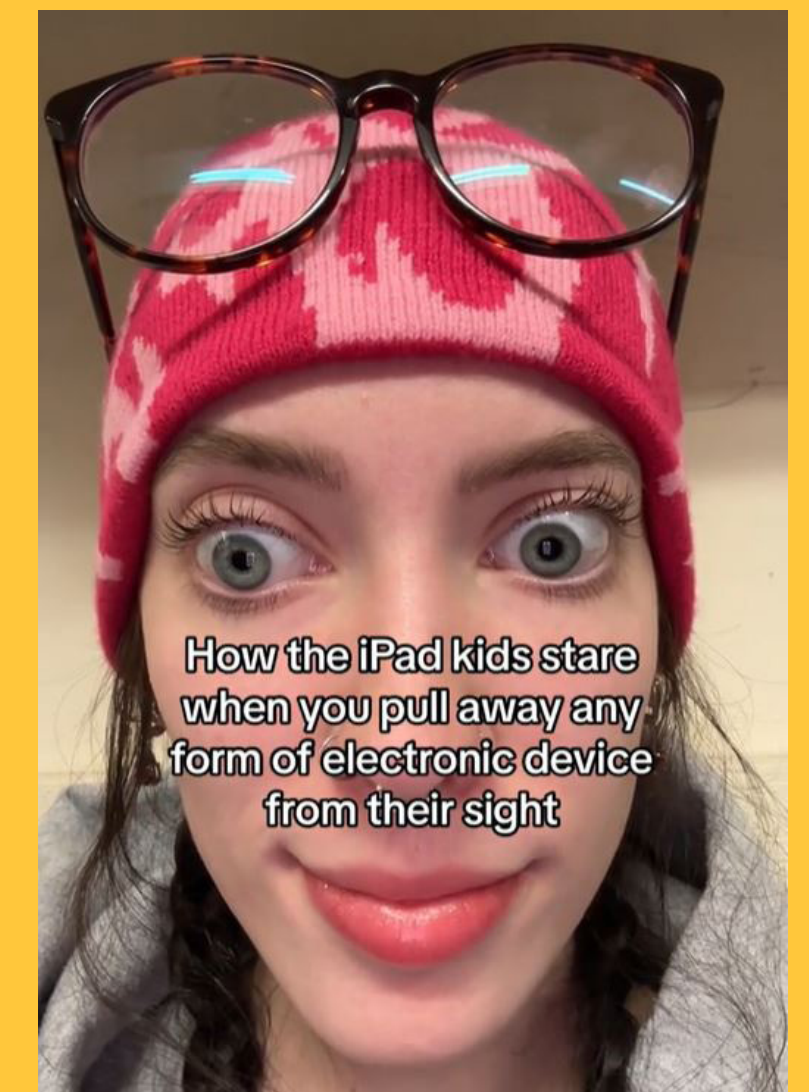
FamousBirthdays.com – once reserved for knowing your favourite celebs' birthdays - is now evolving into a "reactive map" of the people who matter most to Gen Z.



Habbo Hotel



@UrbanOutfitters



Blue light stare, @BanannaBelle08

TREND TRACKING



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

Gen Z open about money



A new survey from [Standard Life](#) has found that two thirds of Gen Z feel comfortable discussing their financial situations with family and friends. The research comes following the “loud budgeting” trend from earlier in the year, which saw young people open up to their friends and family about their personal budgets, with many choosing to turn down social occasions to help save money. Despite many reports over recent months emphasising that younger generations are experiencing financial turmoil, a new report from [TransUnion](#) suggests that things might be looking up. According to its recent survey, 60% of Gen Z and millennials said that they were optimistic about their finances over the next year.

Trend: Gen Z bank on FinTok advisors

Spots are cool?!



Many young teens going through puberty are reclaiming acne and spots, finding solace in the “pimple patch” or “spot sticker” trend taking over TikTok. Fitting in with many girls’ cute aesthetic, [The Telegraph](#) reported this week that spots are a “badge of honour, the gateway to the zit sticker and gold social currency”. With spot stickers available in thousands of different shapes and sizes, from Hello Kitty to SpongeBob SquarePants themed stickers, many young people are using the product as a form of self-expression. Millie Bobby Brown’s [Florence by Mills](#) brand is encouraging users to share their pimple patch photos on social as part of a new social campaign. But it's not just the tweens who are into it – dermatologists say that these patches help to better protect skin and prevent squeezing!

Trend: Cuteness overload

Geriatric millionaires



Just last week we explored how brands are focusing marketing efforts on younger generations, and forgetting the lucrative potential of Gen X. This week, we’re focusing our attention slightly older once more – the [boomer generation](#). The Institute for Policy Studies reported this week that America’s millionaires are getting older, with the average age of American millionaires rising to 61. As younger generations are unable to amass the same amount of wealth as was possible in the 80s and 90s, Gen X and Boomers appear to be the audiences with the money to flex...

Trend: The generational middle child

THE FOUR-DAY WEEK

Are we mentally checking out every Friday?

An article in the [Daily Mail](#) raised eyebrows this week, as it reported Gen Z and millennials feel that Wednesday is the start of the weekend, with many choosing to work from home on Thursdays and Fridays. It's also the day that these generations are more likely to go to the pub – pubs in [Dublin](#) have reported an uptick in Wednesday night visitors, with more people in the city choosing a long weekend at home. [ClassPass](#), a monthly fitness and wellness membership, found that Fridays were the most popular day for service bookings in 2023.

There has been a sharp rise in "[TWaTs](#)" post-pandemic - people who only go into the office on Tuesdays, Wednesdays and Thursdays. A report from Remit Consultancy found that office attendance on a Friday is as low as 18%, whereas before lockdown it averaged between 60-80%. The Wall Street Journal recently described Fridays in the office as a "[ghost town](#)"...

But some companies are starting to crack down on WFH options. [Deutsche Bank](#) has recently banned

staff from working at home on both Mondays and Fridays, while [L'Oréal](#) has announced that it will be requiring workers to come in at least two Fridays every month. These moves show a growing frustration from company bosses concerned about inefficient real estate investments and worker productivity.

And it's not just companies that are concerned. UK Education Secretary [Gillian Keegan](#) blamed working-from-home parents for a rise in an "unacceptable spike in school absences on Fridays", with many parents taking their children out of education on Fridays to go on long weekend breaks.

However, research has found that taking it easier one day can help to "supercharge" performance throughout the rest of the week and helps to mitigate the costs of worker burnout and turnover. A growing number of companies are actively [trailing](#) four-day weeks to better improve the work-life balance of their employees – but which day of the week would UK workers prefer to have off I hear you ask? [You guessed it...](#)



Weber Forecast Insight

Employers should be aware of potential backlash should they consider changing remote working benefits, particularly from younger generations. Although many choose to work from the comfort of their own home, there's a unique opportunity for bars, cafes and wellness centres to facilitate a growing flexi-Friday audience.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

Talk to us for:

Reports

Our **'Signals'** reports provide deep dive insights and implications for your brand, audience or category.

Workshops

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

