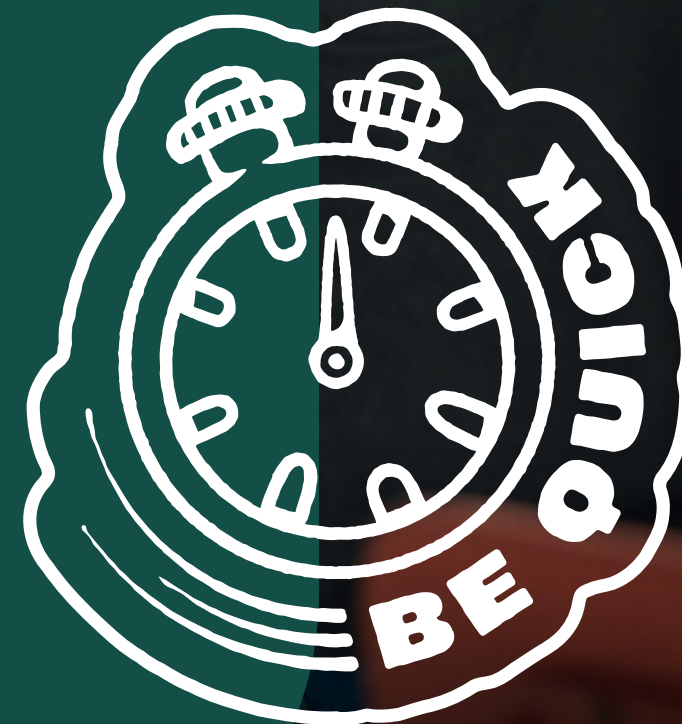


WEEKLY TRENDS REPORT



INTERESTING

SO HOT
RIGHT NOW



THIS WEEK'S FORECAST



Micro trend


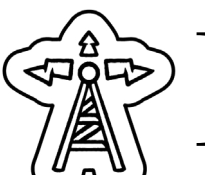
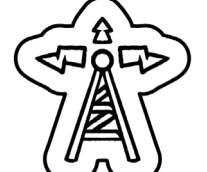





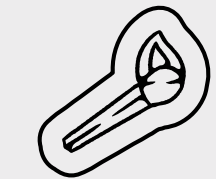
Macro trend

Icon Glossary

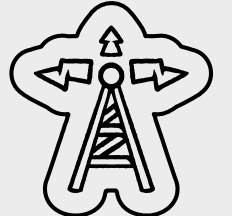
Difficult to action

Easy to action

			 Conscious Unbossing						
		 Dopamine Fasting		 The Experience Economy					
	 Childlike Catwalks				 Late Stage Social				
	 Business Astrology								



Trending



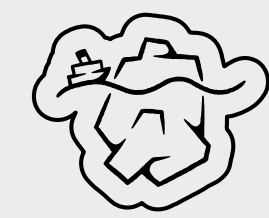
News you should know



On the up



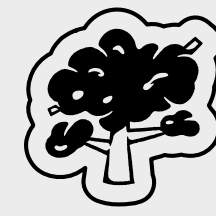
Cancelled



It's gonna be big



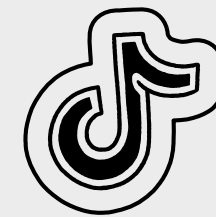
That's the tea



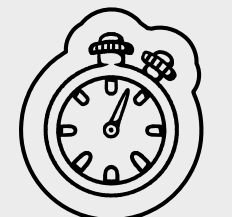
Sustainability



Consumer habit



TikTok trend



Be quick

FYI



This week's dates & microtrends

TikTok trends

After that call with HR, can you read my [Business Astrology](#)?

[Eye coloured bracelets](#) and the rise of personalisation. (I hand wrote this)

TikTok shuts down its [music streaming app](#) after a year. Don't worry, we didn't know about it either.

ICYMI

[Skyrim grandma](#), 88 years old, retires after nine years of gaming videos. The true dragonborn.

That's no moon. An [asteroid](#) will soon join the earth's gravity and orbit for two months.

Willy Wonka Experience 2.0: The [Bridgerton edition](#).

Swif-Tea of the week

[Swifties](#) have been trolling the MAGA Swifties to sell them their tickets for cheap. They got a bad reputation.

Phrase of the week

"[Strega Noona](#) fall", channel your inner pasta grandma for the upcoming fall. We're ready to carb load on Spaghetti.

Weekly dose of cute

[Marley the cat](#) has officially won the cat of the year for comforting trafficked women.

Digi updates

AI therapy is in session. ChatGPT is being used as [a therapist](#).

Instagram is [restricting teen accounts](#) and AI will check ages. Can you buy a fake ID for Instagram?

Addicted to your phone? Try [dopamine fasting](#).

What we're loving

Lactose intolerant? Wear [milk scented](#) perfume instead.

Weekly reminder that Halloween is incoming. [The Office](#) parody with everyone's favourite Halloween villains.

Ketchup as hair toner and lube as hair gel? Send us your results from these [weird beauty hacks](#).

The future

[Women](#) have overtaken men in education, employment and income.

While [young men](#) have overtaken young women for the first time in Christianity.

Rising trends

Can you take me higher? [Creed](#) is becoming popular because of memes.

Unhinge your jaws, [super-sized sandwiches](#) are flooding the market in the UK.



Insights of the week

Parents, it's not your fault. [Research](#) finds that fussiness among kids in food is due to genetics.

Marshmallow Holiday Girlfriend, Turmeric Tundra Lips, Pastry Italian boy. Which vibe are you? There's a [new vibe](#) every week and we can't keep track.

[Drinking Celsius](#)? It's not as healthy as you think. (NOT AT ALL)

Stats of the week

[50/50](#). Shohei Ohtani breaks records and becomes the Baseball GOAT. It's SHO-Time.

[Survey says](#): we regret social media. Almost half of Gen Z wish social media didn't exist.

Established trends

Do you support Man U? Nah I just like the colours. [Vintage shirts](#) are trending but why is it breaking our wallets?

Two things' people love, fashion and their corporate jobs. [Corpcore](#) is becoming a part of pop culture.

Does anyone remember [Marathon bars](#)? Snickers is returning to its old name for a brief period of time.

One to watch

Remember the cycle, after Sleazcore, it's [Hipstercore](#). RUN and hide your big scarves.

Upcoming dates for the diary

- It's #SpookySzn
- Joker Folie à Deux – October 4
- Oktoberfest til October 6
- World Mental Health day – 10 October
- We Live In Time – October 11
- Halloween – October 31



The Spirit Halloween. TikTok: [The Merkins](#)



Shohei Ohtani. Image: [Sam Navarro/Reuters](#)



Strega Noona. Book: [Tomie dePaola](#)



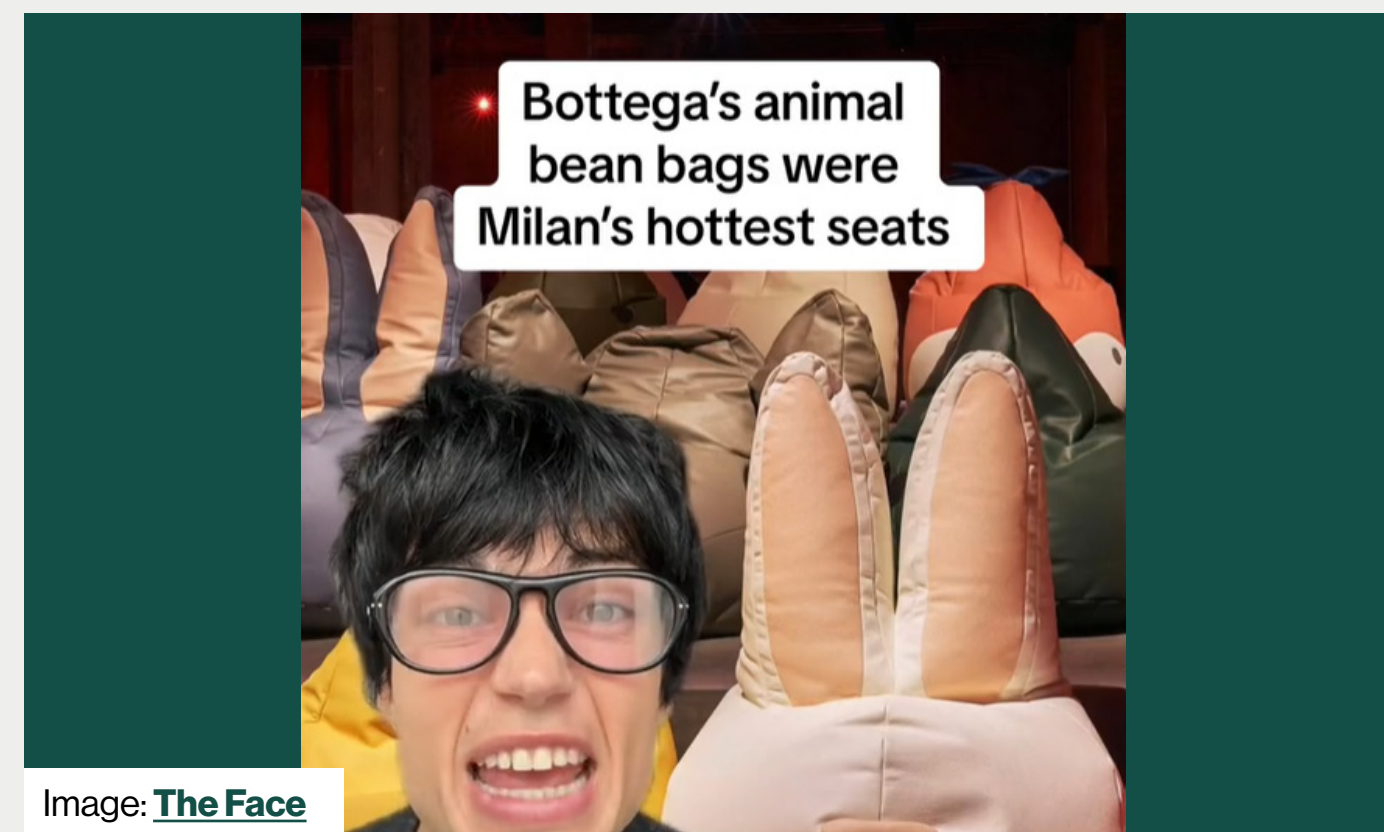
Marley the cat. Image: [Ciaran McCrickard/PA Media](#)

TREND TRACKING



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

Childlike catwalks



Milan Fashion Week featured nostalgia, fun and childlike wonder. Bottega Veneta **debuted** a line including oversized trouser suits with one leg missing as well as distorted and creased pieces, trench coats with floppy collars resembling rabbit ears, and accessories re-imagined as luxurious versions of everyday items like paper lunch bags and grocery totes. Guests like Jacob Elordi and 'very demure' sensation Jools Lebron, quickly went viral as they sat on limited-edition animal-shaped leather bean bags.

Trend: The Role Reversal

Conscious unbossing



Research has **found** more than half of British young professionals don't want to take on a middle-management position – largely due to being too high in stress with too little reward (69% of those surveyed agreed with this). In another recent survey, 75% of middle managers said they felt "overwhelmed, stressed or burnt out", so it's hardly surprising. Could we be on the brink of a middle management crisis?

Trend: Gen Z @ Work

The experience economy



Entertainment giants have jumped into the experience economy post-COVID, as demand for fans to immerse themselves in their favourite stories has skyrocketed and people desire to be part of the action. The **latest example** is Peacock and Blumhouse's *Overnightmare* – a horror getaway where fans can literally be frightened for an entire weekend. Colorado's Stanley Hotel - the inspiration behind *The Shining's* iconic Overlook Hotel - will be transformed into a destination for nightmares from October 18th to 20th.

Trend: Horror is having a moment



LATE-STAGE SOCIAL

Are brands suffocating culture?



Weber Forecast Insight

In the age of late-stage social media brands need to be sure they have something unique (and a little nutty?!) to add to trends – if not, best sit this one out! Think CeraVe responding to TikToks of people confused if Michael Cera actually founded the company, IYKYKR.

As more brands get savvy to social trends and jump into the conversation, communities are starting to see them as the cuckoo in the nest of culture.

We get it. A sea of microtrends can leave marketers searching for which way is up. Is their brand cutesy or brat? Is it giving mob wife or man in finance? By the time they (or most likely their legal department) have decided, it's almost definitely too late. If content does end up going out, it's most likely sanded down to a tone commonly known as **The Funny Brand Voice**.

Commentators like **Eugene Healey** are calling this "Late-Stage Social Media". For those who are "chronically online" and need to "touch grass", seeing brands repeatedly jump on the latest, previously community-led trend and twist it to sell product or gain aura points is starting to get tiring.

Take the recent "If Gen Z wrote the marketing script" **trend** (most of which, ironically, weren't written by Gen Z). For every **Fyfield Manor**, there was tenfold failed attempts – leading to comments **like** "POV – that's mid". Contrast this with the positive response (and bafflement) to Nutter Butter's **TikTok** (definitely Gen Z led), and you see that the brands that don't follow the pack and are doing something entertaining on social are more than welcome.

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.

