

WEEKLY TRENDS REPORT

Friday 18 October 2024



THIS WEEK'S FORECAST



		Micro trend							Macro trend	Icon Glossary	
Difficult to action										Trending	News you should know
				Protest baking						On the up	Cancelled
Easy to action				Tanaland				Let's talk about death		It's gonna be big	That's the tea
				Kpop		Backpack bans				Sustainability	Consumer habit
										TikTok trend	Be quick

FOR YOUR INFO

Dates & micromoments



TikTok trend

Volleyball **'Gothlete'** picture goes viral for her Goth look. We've decided to take our next LinkedIn pictures in full Goth.

ICYMI

Going for a tea break gives eight extra days of 'holiday'. We're on our 7th tea break of the day.

The **President of France** will fight for Emily in Paris to stay in Paris. Je t'aime Emily! Tu me manques!

Phrase of the week

The 'Manifinsta.' Manifest your dream life by uploading your aspirations onto social media. Say it with us! WE WILL BE SUCCESSFUL!

Digi updates

TikTok users in the US typically follow no politicians and journalists. Breaking news: people don't want to feel depressed about the state of the world.

Tumblr released its yearly **state of the community** report, finding that Gen Z think your brand is cringe. Maybe next gen?

Tea of the week

Chichester V Fun. Man puts **silly signs** around to bring fun back to the city.

What we're loving

Man is trash, no literally. An artist **imitates trash**.

Year in review

Year of the messy chaotic party girl. Spotify released its **top Gen Z trends** report.

Fashion has moved on from body positivity as Ozempic use rises, the **Vogue size inclusivity** reports.

Established trend

Jellycat's popularity soars. Our collection of food plushies is the perfect way to fall asleep. Have we tried taking a bite? Yes...

Insights of the week

The curse of success. The **Forbes 30 under 30** list is filled with failed businesses and criminals. Just don't do bad? Duh.

On Our Radar

- Venom: The last dance (25 Oct)
- Call of Duty: Black ops 6 (25 Oct)
- Halsey: The great impersonator (25 Oct)

There's a lack of **Gen Z tech leaders**. If you have a last name as unique as "Zuckerberg" or "Jobs", and a life changing idea, please send your application ASAP.

Rising trends

Straight vibes, no wine. Going to wine bars for the aesthetics and the atmosphere without the drinking. We, however, will be partaking in it.

47% of girls aged 11 to 21 feel less safe from sexism and misogyny on social media, more than double from 10 years ago. However, they choose to stay online **because of FOMO**.

The future

Find your next career with one button. **AI tool** will scour LinkedIn and apply for you. Prepare for 1000 rejection emails.

Older job candidates are being left out as recruiters have been pressured to hire younger.

Stats of the week

Young women **struggle more** to progress at work, with 41% of young women saying their financial situation has worsened over the last 12 months, compared with 27% of young men.

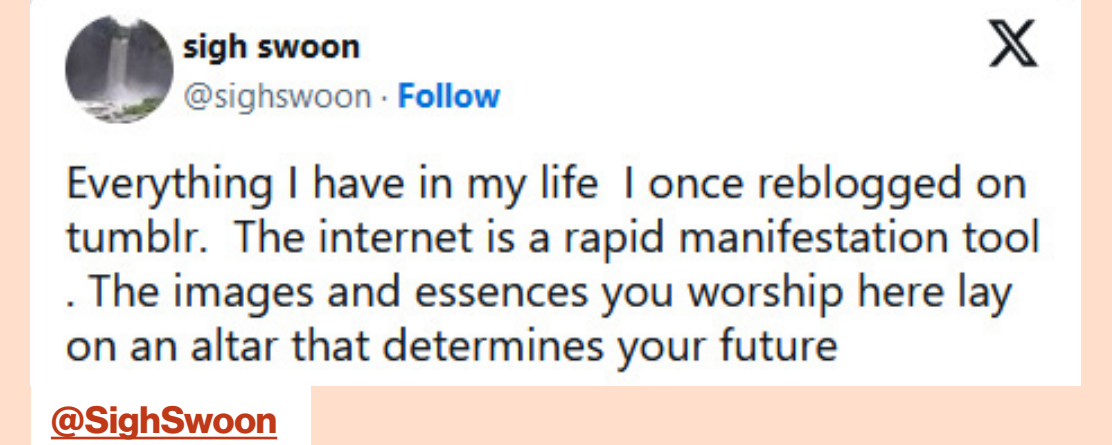
K-pop streams have increased by 362% since 2018. 300% is from us and we will not shut up about it.

Ones to watch

'Swamping' and 'marmalading', two positive upcoming **dating trends**. Why do dating terms have to be so gross sounding?



Littered MVMTS TikTok: [@litteredmvmnts](#)



[@SighSwoon](#)



Carp: [Mail Online](#)



Boise State Athletics: [New York Times](#)

TREND TRACKING



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

Backpack bans



As gun violence surges in schools in the US, some administrators have turned to backpack bans as a solution. But this has inadvertently created an **issue** for girls, who use backpacks to keep their hygiene products so they don't have to pull one out in the middle of class while walking to the bathroom. According to **The Cut**: "On a Facebook page where one mother raised the issue of backpack bans, more than 200 comments offer suggestions from period underwear and menstrual cups to zippered scrunchies that could hold small tampons or scrunched-up pads inside".

Trend: Are we failing teenage girls?

Protest baking



Image: [@kchysmith](#)

Using baking as a form of protest has been a tactic used by women for generations, however, it's **gaining fresh momentum** as a new swathe of bakers make cakes in support of rights once again under threat. Beautifully decorated cakes bear slogans including "Flip the Senate" and "Abortion Saves Lives", while some bakers turn to culinary activism in the form of bake sales to raise money for important causes like improving access to hygiene products. Pastry chef and activist **Rose McAdoo** thinks of baking as "an easy foothold" from which to engage people on potentially controversial topics, opening up conversations and bringing people together in a calm, caring and supportive environment.

Trend: Craftivism

Welcome to Tanaland



Image: [@maevaa.ghennam](#)

Have you heard of **Tanaland**? Maybe you already 'live' there –if you have an XX chromosome, that is. Tanaland is a fake country for women only, which has gained traction online **as millions of women** 'pack their bags'. An entire lore has been created around the country, which shares a border with Listembourg, has a pink and white flag, the capital city is Tana city and there's even a president. The idea originated in France, with the name reclaiming the word 'tana', a derogatory term meaning "whore" that's used to shame women. Even if this country isn't real, it's nice to imagine this safe place of sisterly resistance.

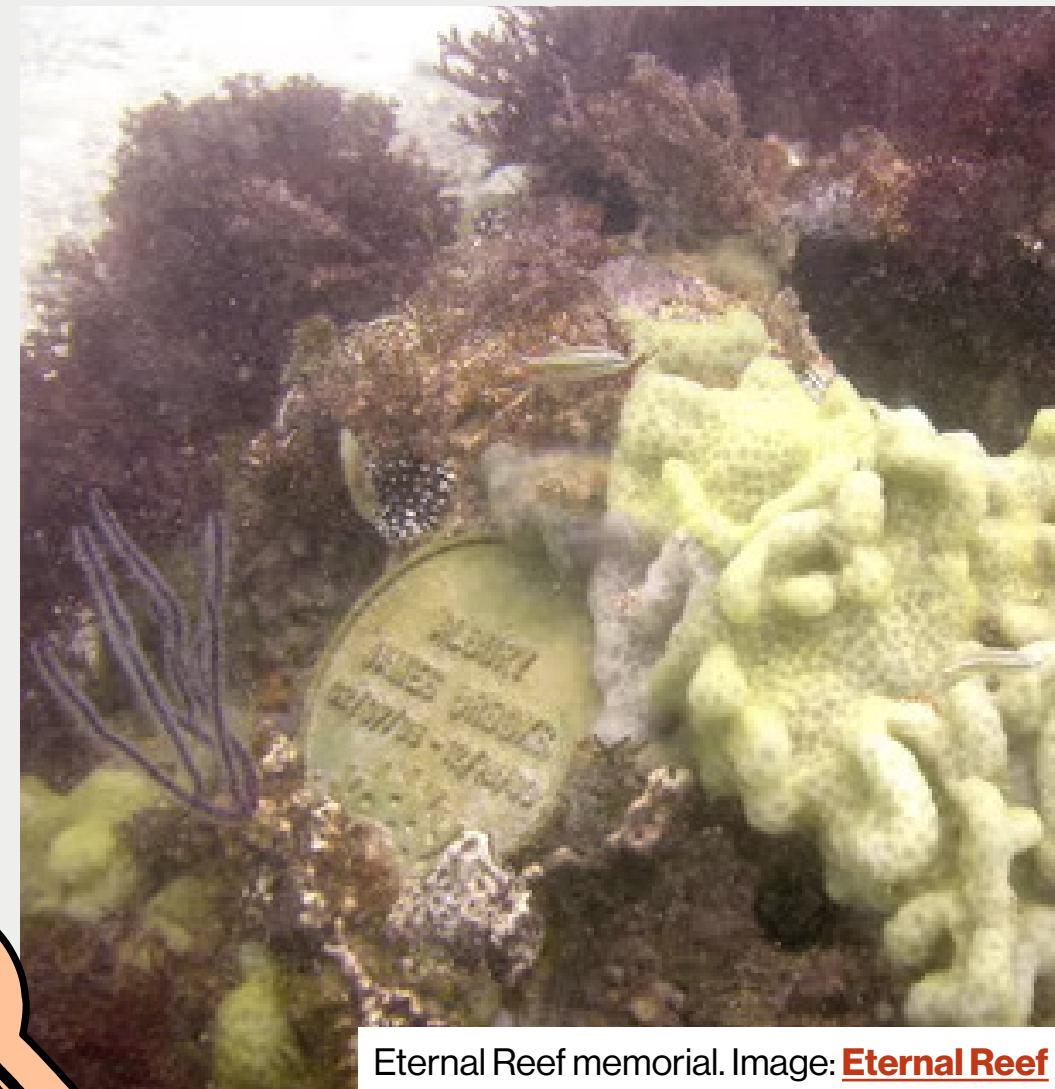
Trend: New permissiveness

LET'S TALK ABOUT DEATH

A new wave of funeral directors and undertakers are modernising death.



Image: @deathdoulakacie



Eternal Reef memorial. Image: [Eternal Reef](#)



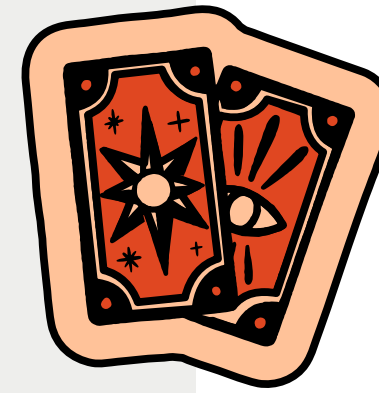
Image: @exitherefuneral

They're Putting Some Fun in Funerals

Image: [New York Times](#)

Weber Forecast Insight

The rise of #deathtok and growing interest in spirituality means that the way we communicate about death is changing. Once seen as a taboo topic, people are becoming empowered to confront their mortality head on, engaging in open discussions and seeking straight-talking information – with some even sharing their own process of dying on their social accounts.



There's been a profound shift in how people approach death, fuelled by global crises and increasing secularism.

According to [Co-Op Funeralcare](#), funerals are becoming more personal as 68% of people believe they should be more of a celebration than a time of reflection, up from 58% in 2019. Three quarters of funeral directors receive requests for pets to attend the funeral.

Gone are the days of a plain wooden coffin. Today, you can **design** a bespoke Scrabble or piano themed coffin, have your ashes stored in a Bauhaus-inflected urn or ditch the hearse and be carried by a motorcycle instead. A swathe of aesthetically pleasing funeral homes such as London's [Exit Here](#) and [Poetic Endings](#) are meeting demand for less traditional ceremonies, and [Altima's](#) funeral homes in Spain are designed to look like art galleries.

More women are taking on the role of undertaker, too. As Louise Winter of Poetic Endings puts it; "women are really reclaiming their place in taking care of the dead", putting greater emphasis on

mindfulness, wellness and deliberation. Death doulas are becoming increasingly commonplace to provide end-of-life care to the dying and their loved ones. One doula-training non-profit organisation reported its membership **nearly doubled** from 2018 to 2023.

As consumers become more sustainable in life, this mentality continues in death. **Reef ball burials** see cremated remains mixed into a perforated concrete dome, known as a reef ball, to help support coral and algae generation.

There's also the question of space. In [Beijing](#), burial spaces with electronic screens instead of headstones are being piloted, with families able to personalise screens with photos and videos of their loved one.

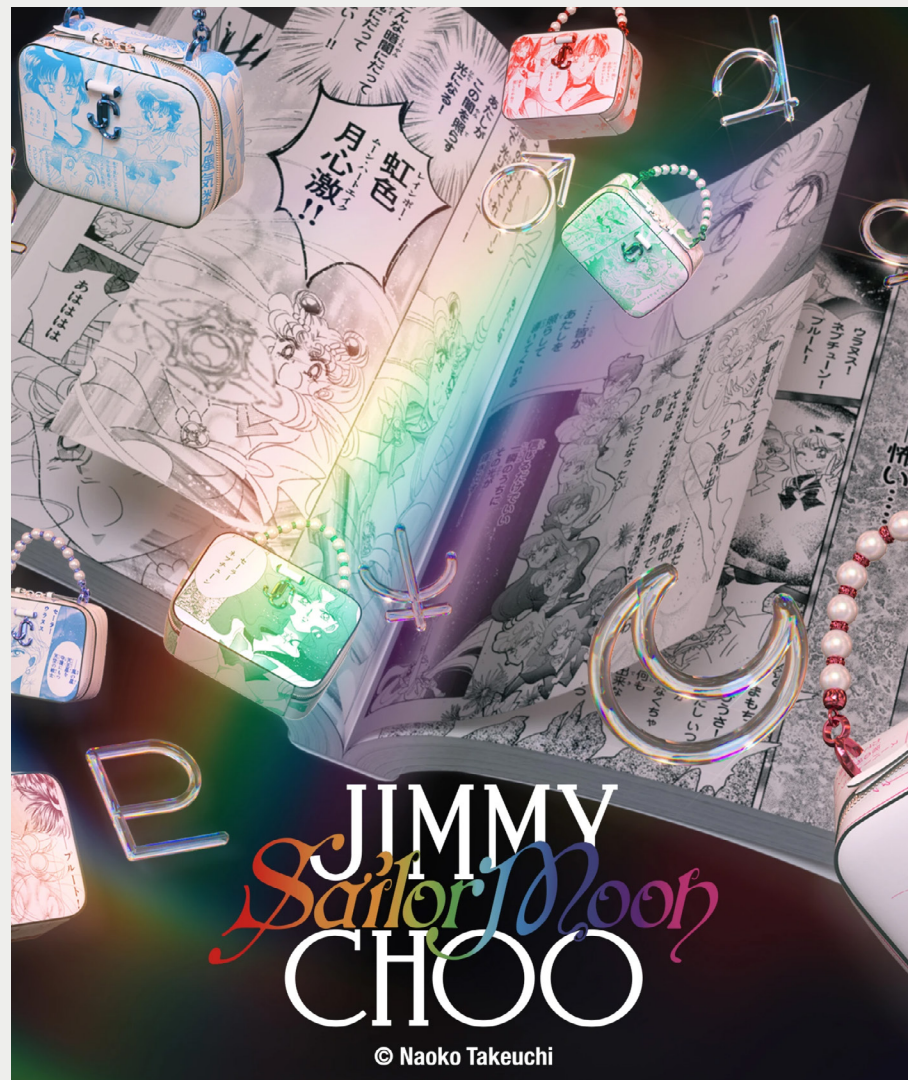
With the majority (68%) of Gen Zers strongly agreeing that it's important to hold a funeral or memorial service for a loved one – compared to 44% of baby boomers – the future of death care is set to become more personal as people take control over their endings.

BRANDWATCH



Inspiring creative from around the world

Jimmy Choo



Jimmy Choo has collabed with Sailor Moon to release items that can make anyone feel like a Sailor Guardian. Fashion and anime has proven a winning combo, and it's creeping into the mainstream world. But please stop slapping a random character on a t-shirt and calling it a collab. We want more Sailor Moon red boots type of products.

McDonnells



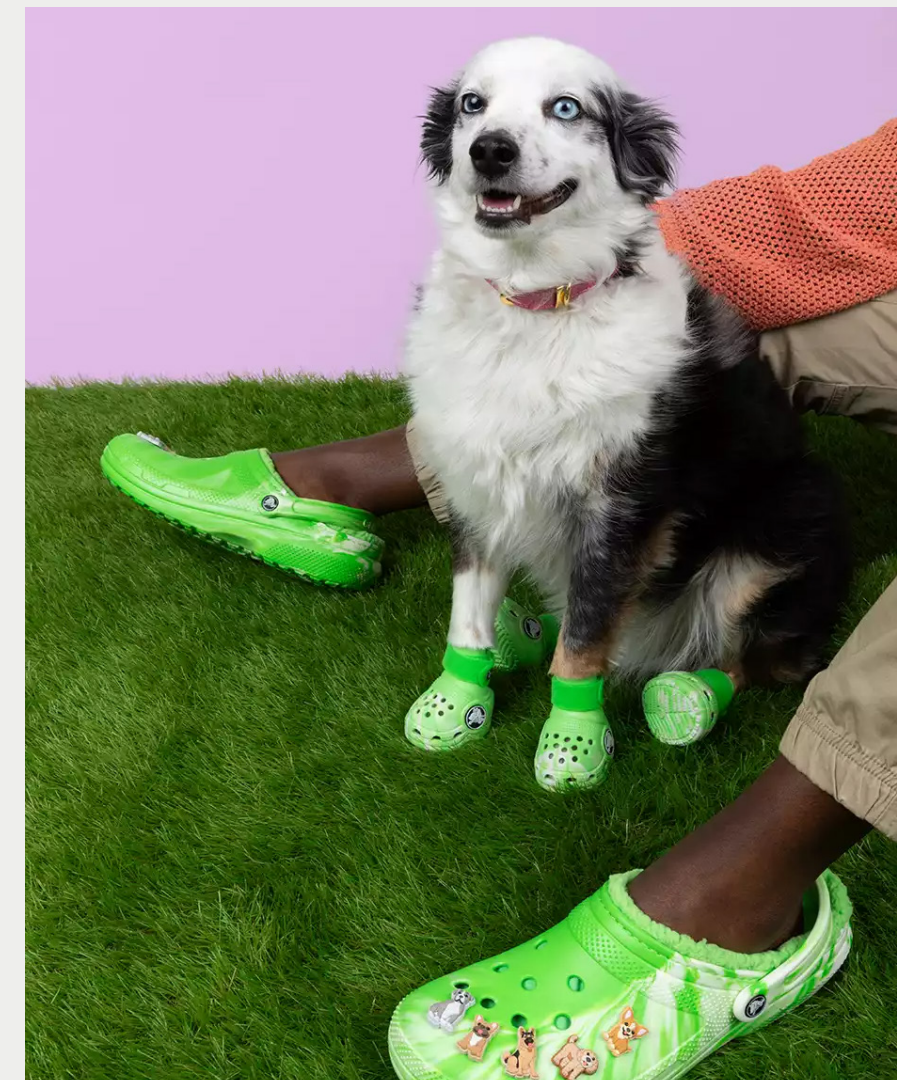
McDonald's created a dupe restaurant, 'McDonnells' to launch its Chicken Big Mac, tapping into dupe culture and the more positive sentiment around it. We know this is like the third time we are talking about this fast-food chain, and we can't promise it's the last...

Nintendo



Nintendo launched Alamo, a motion sensing alarm clock that will rouse your sleep with game soundtracks. Chasing the perfect sleep has been rising in popularity and tech companies have been jumping on it. Do we need Mario to wake us up every day with "Lets a go!!!"? Nah, we already told you Luigi is superior.

Crocs



Crocs are finally releasing Pet Crocs with the help of BARK, a dog toy maker. As birthrates plummet, fur babies' popularity has soared, and fashion brands have been quick to jump on creating pet fashion products. Dang, dogs are about to have nicer things than us. (They deserve it)

Hoxton Hotel



Luxury hotel, **Hoxton Hotels** partnered with London's Beigel Bagels to deliver late night bagels to guests from 10:30 pm to 7 am. This feels like an organic way to showcase the culture of the city without being too over the top.

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.

Get in touch at weberforecast@webershandwick.com

