

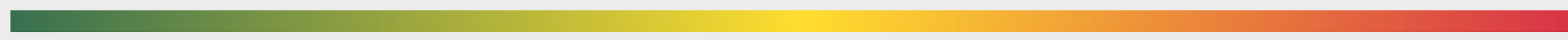
WEEKLY TRENDS REPORT



THIS WEEK'S FORECAST



Micro trend



Macro trend

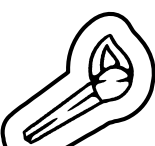
Icon Glossary

Difficult to action

Easy to action

 Slowpunk

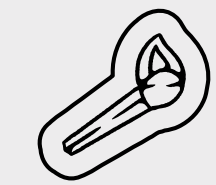
 Season of the MILF

 Moo Deng

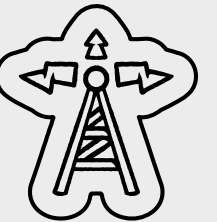
 London Calling

 Frog Prince Fall

 Dead Butt Syndrome



Trending



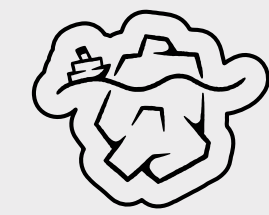
News you should know



On the up



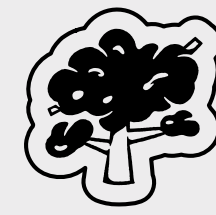
Cancelled



It's gonna be big



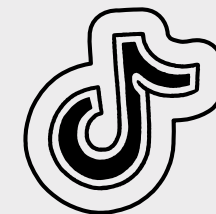
That's the tea



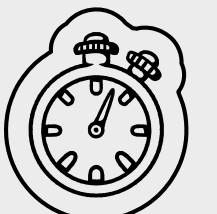
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO

This week's dates & microtrends

TikTok trend

Will you be trying out [Beetlejuice Lips](#)?

ICYMI

The Ig Nobel Prizes were [announced](#), featuring pigeon missiles and mammals' ahem *interesting* breathing methods.

All of Scotland was offended at Richard Gadd's sporrans being [mistaken](#) for a "fanny pack".

Phrases of the week

"[Strava Mule](#)" – someone who is paid by a Strava user to log into their account and complete runs on their behalf.

Sitting all day is causing more cases of "[Dead Butt Syndrome](#)". Step away from the Strava Mules, people!!

Digi update

A decade after it took over screens around the world, [Flappy Bird is back](#).

Tea of the week

[Insta-dumping](#) – who really has the time to scroll through 20 monthly recap pics?!

What we're loving

[Themed theatre drinks](#) get a standing ovation from us.

Goodbye, hot rodent summer. We're leaping into [frog prince](#) fall.

Established trends

Solo dating. OpenTable noted [an 8% rise](#) in bookings for one.

Adult Advent calendars. Last year saw sales rise [31%](#) for calendars containing gin.

Insights of the week

Do you know your sturgeon from your pollock? You're in the [minnowrity](#) (sorry) if you do.

The modern-day sexual fantasies that Brits are searching for online have been [revealed](#).

Rising trend

Teachers [are decorating their classroom](#) to make it more like a second home.

Weekly dose of cute

Baby Hippo [Moo Deng](#) is the internet's latest obsession.

Upcoming dates for the diary

- It's #SpookySzn
- Autumn Equinox – 22 Sept
- Fashion Weeks – throughout Sept

The future

The resale market is set [to surpass](#) fast fashion by 2029.

Stats of the week

TV series featuring podcasters as detectives are [on the up](#), so it's perhaps not surprising [that a third of Brits](#) think they could solve a murder.

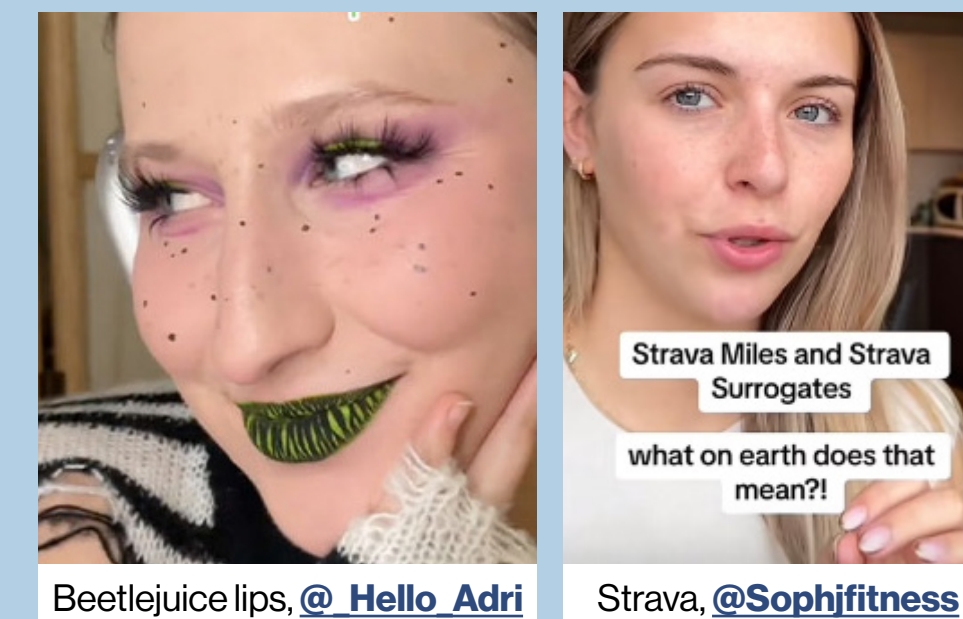
In the '70s, it was reported that the average person saw between 500 to 1600 adverts every day. In 2024, that daily figure has [rocketed](#) to between 6,000 and 10,000 ads.

New [research](#) shows that four in ten children in Central London switched from car travel to walking, cycling, or public transport after introducing the Ultra-Low Emission Zone.

One to watch

'Lover girl' autumn is making its debut as, according to new [research](#), 3 in 5 UK women (60%) are embracing 'romance with wholehearted enthusiasm.'

Is [digital voyeurism](#) changing travel?



Strava, [@Sophjfitness](#)

Stunning, no notes

A correction was made on September 16, 2024: An earlier version of this article misidentified an accessory worn by Richard Gadd. It was a sporrans, a pouch traditionally worn with a kilt, not a fanny pack.

Fanny pack



Nooo Moo Deng noo </3

TREND TRACKING



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

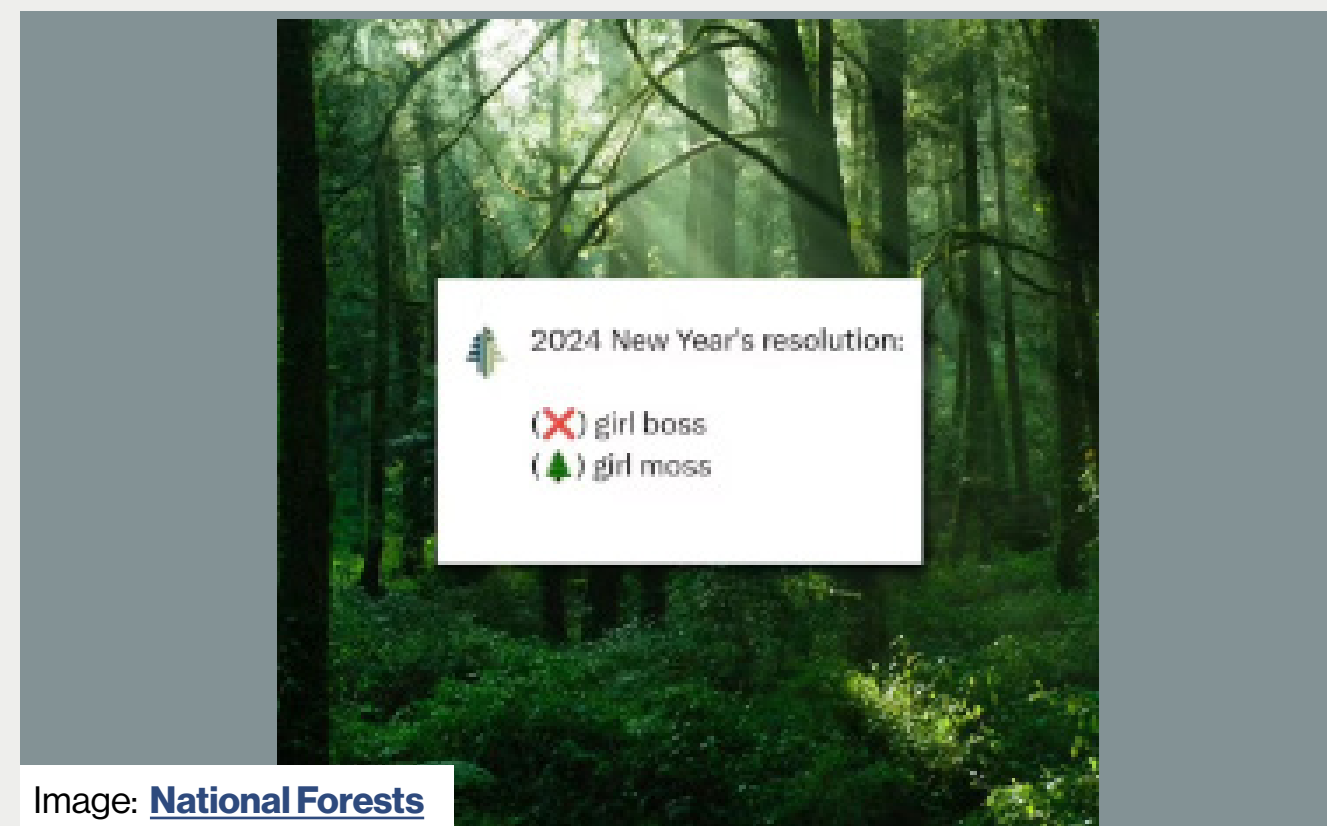
Season of the MILF



MILFs are having a pop culture moment. From *The Idea of You* and *A Family Affair* to *Babygirl*, a **slew** of new films follow older women who fall in love or have affairs with younger men (**Age Gap Autumn**, anyone?). It's a genre where they are historically underrepresented, yet one we can expect to grow as the number of older adults in society rises (something Pew Research dubbed the "silver tsunami"). However, this has ignited another debate around aging, with psychologists calling the ageing that we most commonly see on screen "successful aging" e.g. with full physical or cognitive function.

Trend: New permissiveness

Slowpunk

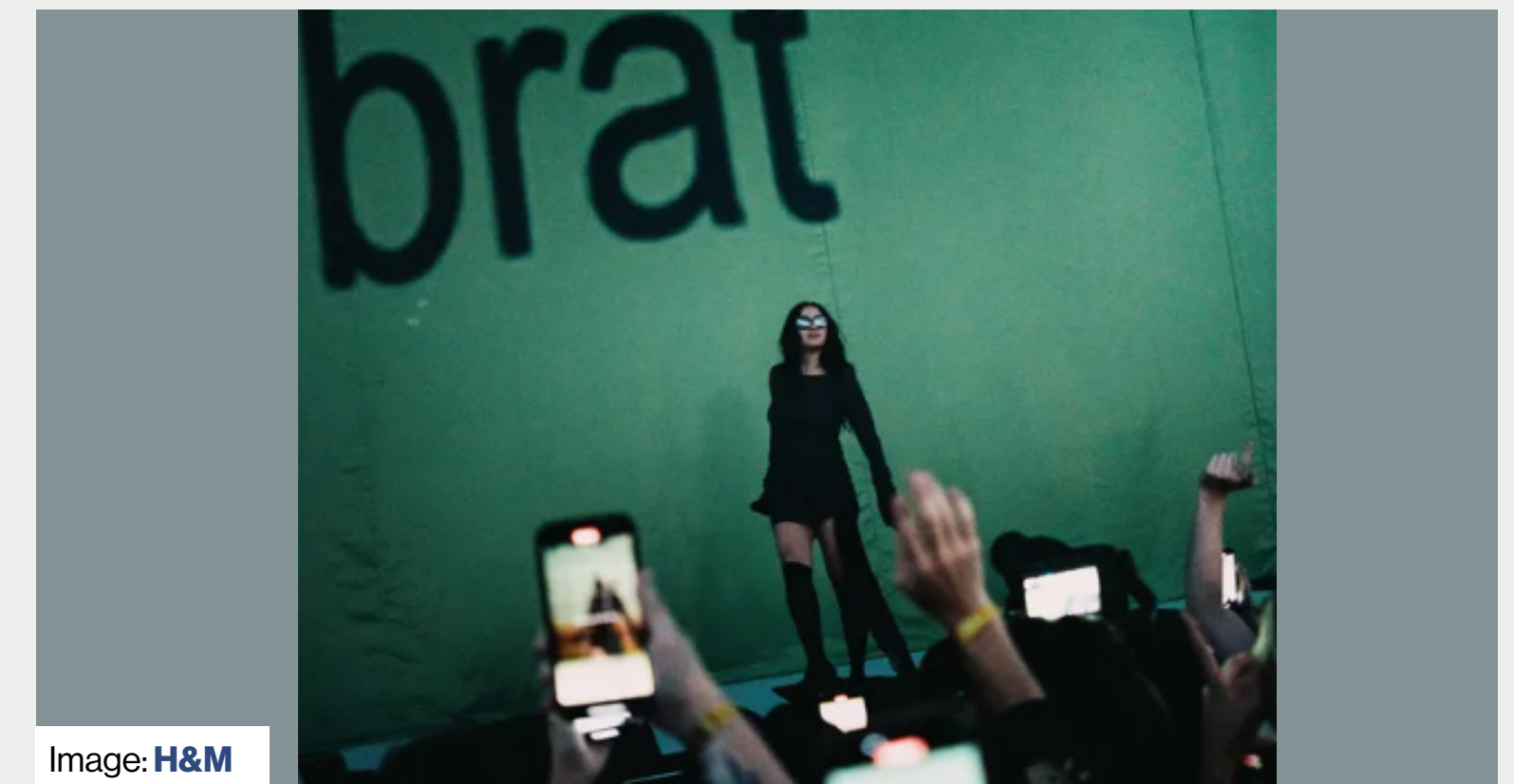


"Birdwatching is punk". This might seem strange, but if punk can be described as "anything defiantly anti-capitalist, anti-establishment, anti-mainstream", then it's true.

The desire for a mellow life that pushes back against always-on culture has been dubbed **'slowpunk'**. It's the anthesis of over-consumption, a lifestyle that diverges from the tech-enabled chaotic nature of the world. Recent examples include the rise of dumb-phones, **girl mossaing** and the rebranding of Billy Joel's 'Vienna' as an anti-hustle anthem. Slowpunk rejects living harder, louder and faster. Instead, it's all about the softer, slower and quieter.

Trend: Slow living

H&M taps into fandoms



Instead of a traditional London Fashion Week show, H&M staged a **Charli XCX concert**. The 30-minute set was complete with dancers all kitted out in the brand, and half of the 5,000 attendees were fans who scored free tickets through Charli's Instagram. It's a clever move that puts the star's mega fan community at the heart of the brand – and highlights the waning influence of "traditional" fashion media as channels continue to fragment.

Trend: Finding comfort in fandoms

LONDON CALLING

(or is it a council estate in Manchester?)



Image: @Greggs Official

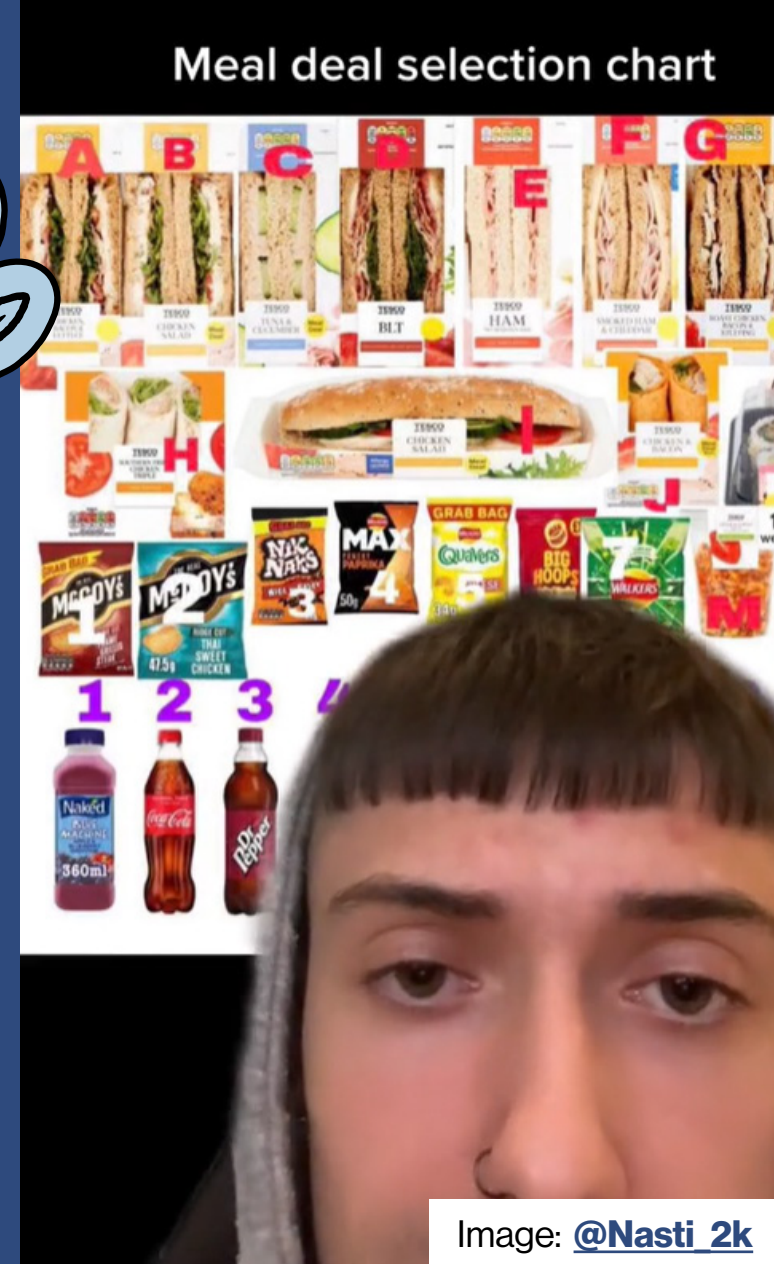


Image: @Nasti 2k

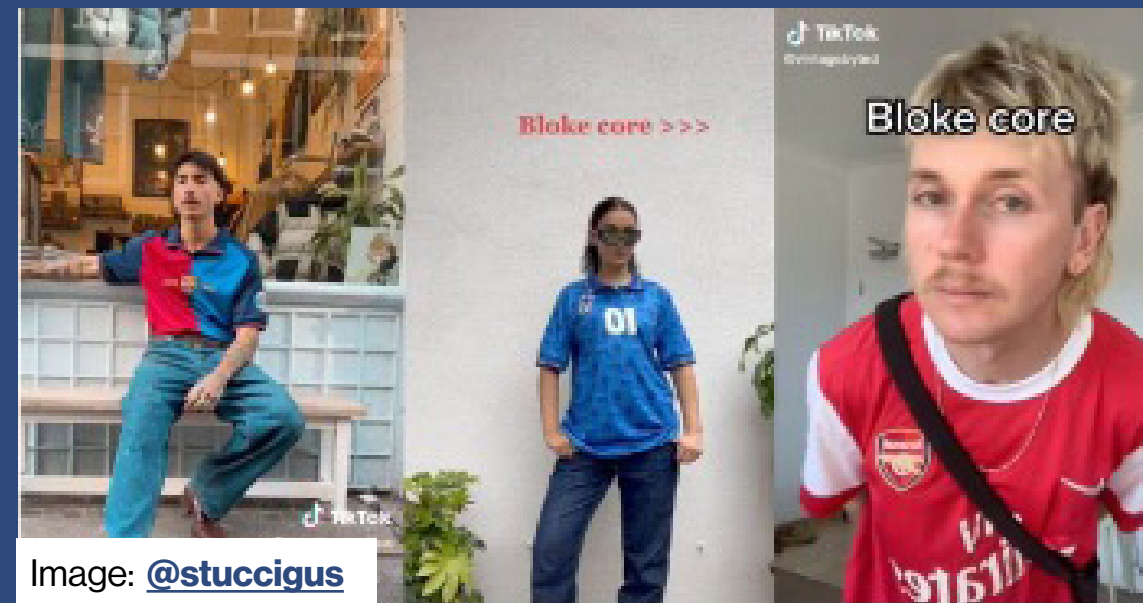


Image: @stuccigus

An interest in British culture is surging, but it's the mundane aspects of British life that are going viral.

We're not talking James Bond, we're talking a cheeky Tesco run, a pint in a run-down pub or a Gregg's sausage roll.

The hashtag #britishcore has been used 5 million times in the last 4 months. It has notes of the 'romanticising your life' trend previously covered in the forecast as well as 90's and 00's nostalgia.

The movement has been bubbling since 2021 but in true coy British style, Brits waited for the rest of the world to tell us we're cool before getting stuck in.

Like all good trends there is an easily accessible aesthetic to match, with the anti-fashion 'blokecore' aesthetic trending (as seen on Bella Hadid).

But what has supercharged the trend is unsurprisingly the Oasis tour, which now gives it a cultural moment to pin itself to.

We've seen the power that the era's tour had on popular culture, far beyond the tour itself, could the Oasis tour have the same effect?

Weber Forecast Insight

The last couple of years have been Barbie/Taylor coded. 2025 is shaping up to be the year we embrace indie sleaze, with Britcore at the heart of it. How can brands build on this cultural moment beyond nostalgia to make it feel new and help more people feel a part of it? (British or not!)

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.

