

WEEKLY TRENDS REPORT

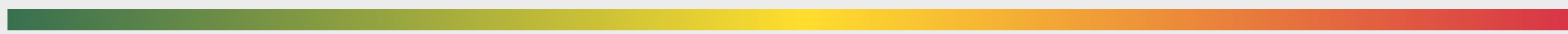
Friday 04 October 2024



THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

Difficult to action

Easy to action

 Coming of Rage

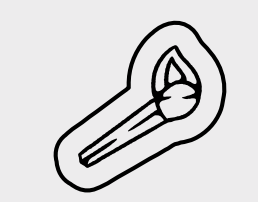
 Nouveau Nihilism

 Back to the Future

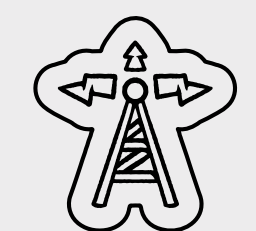
 Boo Baskets

 Mirrorless Salons

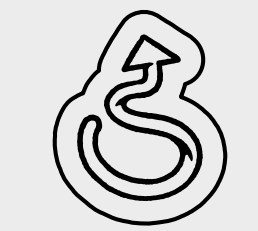
 Library Tok



Trending



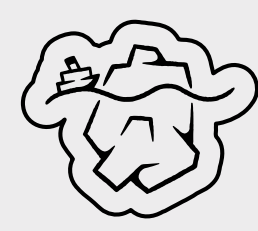
News you should know



On the up



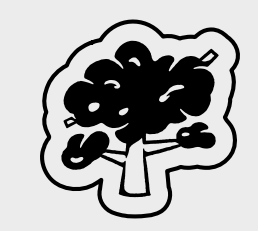
Cancelled



It's gonna be big



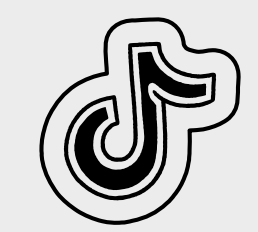
That's the tea



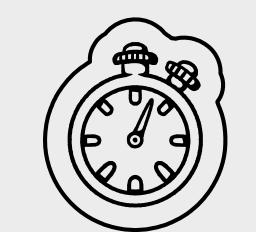
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO

This week's dates & microtrends



TikTok trends

Crime alert! Trend amongst **teens stealing zippers** from Nike Elite backpacks. The zippers become trophies paraded around taunting the zipper-less.

Knightcore rips a hole through time and space and gives us the middle ages without the plague, and extreme poverty.

ICYMI

It's a bird, It's a plane, it's a Star on the Hollywood Walk of Fame? Batman, 85 years old, is honoured with a star and **actually shows up**. (Yes we know that's Superman but let us have our fun).

Electric blue is the upcoming colour of the season. It's just blue but bluer and not too much blue that it becomes blue.

Phrase of the week

"Nouveau Nihilism". An increasingly **nihilistic generation** tend to spend unflinchingly as the future remains uncertain. YOLO.

Digi updates

Addicted to your phone? Use apps that **limit your apps usage** and let you judge see your friends' screen time.

AI can now turn your notes into **engaging podcasts**. Studying has never been so entertaining and terrifying!

Tea of the week

Man V Nature. **Birdwatchers overrun** breeding spots to catch a glimpse of rare species causing stress and disrupting nature.

Battle of the Cuties. Have you ever imagined if **Moo Deng and Pesto the penguin** ever became Godzilla sized and went ham against one another? We would never!

What we're loving

Looking like a hippo is now a compliment, thanks **Moo Deng**.

Established trend

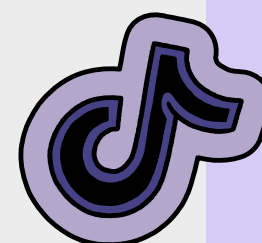
Boo Baskets are fast becoming an **annual tradition**. This year's must have? Mustard seed Ugg Tazz slippers.

Insight of the week

"Hurkle-Durkling in Bodrum." The **Hilton Annual trends report** has been released and slow holidays focusing on rest is the priority.

Rising trend

Having a haircut? Ask for the no mirror cut. **Hair salons are opting** to remove the awkward large mirror.



Upcoming dates for the diary

- Fat Bear Week – 4-10 Oct
- It's #SpookySzn
- We Live In Time – October 11
- Halloween – October 31



The future

Got a migraine? Tape a vibrator to your forehead. Just kidding... Vibrations are being tested to **counter migraines**.

"Let's go for a two-thirds" The Pint is being phased out for the new measure of **two-thirds**, promoting healthier drinking portions.

Bespoke conventions for super rich kids to prepare them for the \$90 trillion great wealth transfer. We are sooo ready, give us a mil or two.

Stats of the week

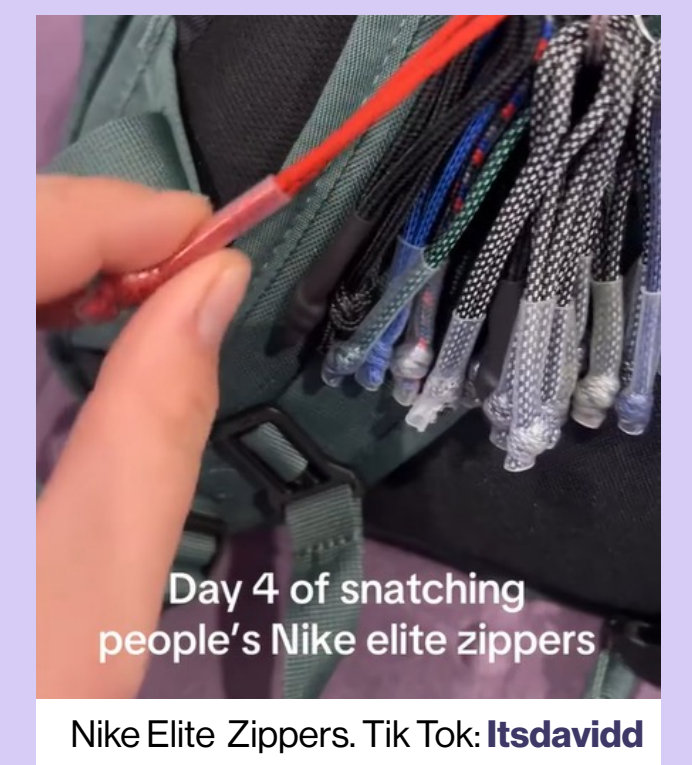
Sales of low-alcohol beer in the UK went from 650,000 hectolitres to 1.3m hectolitres from 2022 to 2023. We'll probably see it triple because of the recent Euros loss.

There's a new tallest mountain, **Mount Everest?** Scientists find that the tall giant has still been growing and gaining 0.16mm to 0.53mm a year. Short kings rise up!

Ones to watch

Coldplay launch a **global listening party** in cinemas. After **Billie Eilish** did it on a smaller scale, cinemas are seeing the potential of attracting music fans to their cinemas. We're front row for the next Ice Spice album.

Wedge sneakers are back, tell a friend (if you hate them).



TREND TRACKING



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

Coming of Rage



Releasing inner rage continues to have a moment in pop culture. *Dear Dickhead*, the **book** du jour, spotlights a fiftysomething actress and her response to an author who criticised her looks. New Brit TV drama *Sweetpea* **centres** on a young woman who creates a kill list for everyone who has wronged her, and Tracy Emin's new London **exhibition** explores female anger. Conversation around female rage has been growing over the past few months, as women look to reframe it to a space of celebration, defiance, resilience and sisterhood.

Trend: New permissiveness

LibraryTok



Image: Heather Grace/Jen Miller

LibraryTok is a **growing subgenre** of BookTok led by the librarians infusing joy back into the library experience. Hundreds of thousands of people tune in to watch the librarians go about their daily tasks, while also encouraging viewers to get a library card, pursue library science or donate to schools to build out their collections for a new generation of readers. **Jen Miller**, one of the breakout stars, cheerily performs book repairs, sifts through the book return pile to see which books are late and unboxes donated supplies from her followers. It's a calming way to switch off from the stresses of the world, taking nostalgia-hungry people back to their own school days.

Trend: Comfort creators

Pubic Exhibition



Image: Motherland

Motherland, an exhibition **celebrating pubic hair** has opened in Paris as a joyful and humorous ode to body hair. On display are images of pubes that are braided, dyed, bedazzled and styled. There's cotton candy-coloured pubes tied into twin ponytails, pubes fashioned into flames and even a rhinestone Marie from *The Aristocats* – with women in on the joke, rather than being the butt of it. It's the latest attempt to destigmatise pubic hair (which is still known as *scham haare*, or 'shame hair', in Germany), built around understanding, accepting and building a relationship with it.

Trend: New permissiveness



Neo-Punk. Image: **John Paul Gaultier**




Von Dutch is ready to make a comeback

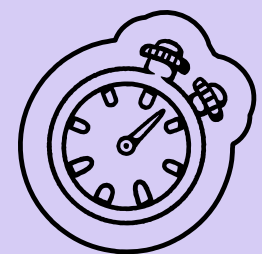
Image: [@nssmagazine](#)



Choose your warrior

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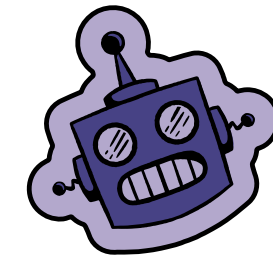
2024 is The Year of Sequels, Reboots, and Remakes



Weber Forecast Insight

Looking beyond our nostalgia trip and into the real motivations behind them can breathe new life into the conversation. So for all you heritage brands out there, there's an opportunity to show the world your vision of the future, not just your place in our memories.

This week's long read



BACK TO THE FUTURE

Has culture stagnated or can looking back inspire the future?

Beetlejuice is in cinemas, you've just snagged yourself Oasis tickets, you're rocking Von Dutch and you're playing snake on your 3210. What year is it again?

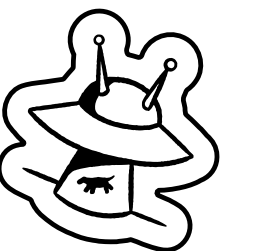
Right now it feels like we're in a never ending loop of recycled content – we might as well dub 2024 “**The Year of the Remake**”. Many of the aesthetic trends we're seeing are in fact reinventions with a neo or post prefix (see **neo-goth**, **post-apocalyptic**, **neo-punk** – we could go on!).

Much of the commentary on nostalgia focuses on a narrative of “coping with the present by romanticising the past”. It's a **source of comfort**, stimulating memories of the times when we were accepted and loved unconditionally.

But is that really all it is?

The subject matter of our nostalgia can give us clues as to what our culture is missing right now. We're not just **buying vinyl** – we're seeking ownership. We're not just going wild for **indie sleaze** – we're seeking hedonism. And the return of the **dumbphone**? We just want our lives to return to reality.

So maybe nostalgia isn't the dead end that it seems. It can serve as a course correction to steer us where we should go next.



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.



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