

WEEKLY TRENDS REPORT



THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

Difficult to action

Easy to action

 Puppet population

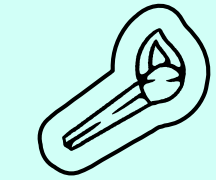
 Botox parties

 Brand feminism

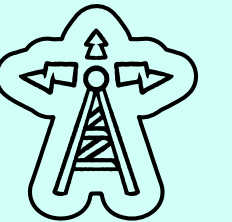
 Haggis the hippo

 Bringing sexy back

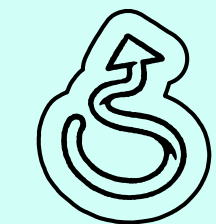
 Steeze costumes



Trending



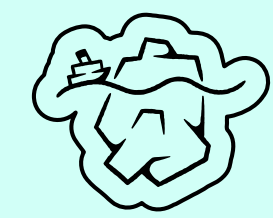
News you should know



On the up



Cancelled



It's gonna be big



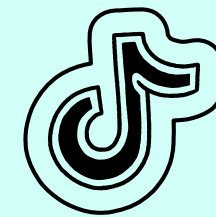
That's the tea



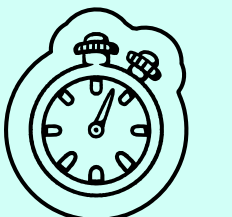
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO



This week's dates & microtrends

TikTok trends of the week

Make life changing decisions with **'day in the life'** TikTok videos all about finding the perfect college.

Steeze costumes were the top costume during Halloween. We don't get it either.

ICYMI

Faker wins his **5th LOL world championship**.

Show this to your parents to prove that gaming isn't a waste of time.

The Vatican has an **anime mascot**, Luce. We cringed until we saw her. So Kawaii!

Nicky Haslam's tea towel list is **out**.

Phrase of the week

'Brat' has been chosen as Collins's **word of the year**. There better be a remix version of the dictionary.

Digi updates

Gen Alpha are terrorising everyone with their **social media savvy**. Scrub your digital footprint or they will use it against you.

Gen Z are **calling the shots** on family vacations so that they can post the best thirst traps.

Tea of the week

Insert £££ to meet the love of your life! Dating apps are basically **gambling apps** full of pop ups.

What we're loving

Shrek ASMR **full length remake**. No notes.

Chug some Dew and grab your fishing rod, **Trick shot montages** are back!

Gary Barlow's son is far too large to be real.

Weekly dose of cute

Year of the baby mascot. Haggis, a **pygmy hippo** was born in Edinburgh Zoo.

On our radar



Linkin Park: From Zero – 15 November



Dune: Prophecy – 17 November



Gladiator II – 15 November

Established trend

Thank your local pop icons. **Being sexy** is fun again

Insight of the week

TikTok is bringing a new generation into Broadway with **influencer star power**. We look forward to their retelling of the 2008 financial crisis.

Rising trends

Pantyhose is making a return, as the perception around the item changes to stylish leg warmers.

Young men are **injecting testosterone** to feel stronger and anxiety free.

The future

Mount Fuji went snowless in October for the first time since records started 130 years ago. Evidence #1913123 that climate change is happening.

Cloning dead pets is a reality. Mittens will live 4eva.

Stat of the week

Average ages for adult milestones are happening later, average age of first-time home buying is at an all-time high of 34.

One to watch

Fortnite is pushing its music collabs into the real world as they become **more ambitious**. Wake us up when they perform on the moon.



Image: [@heybinsu](#)



Image: [@adamkester](#)



Image: [Gibi ASMR](#)



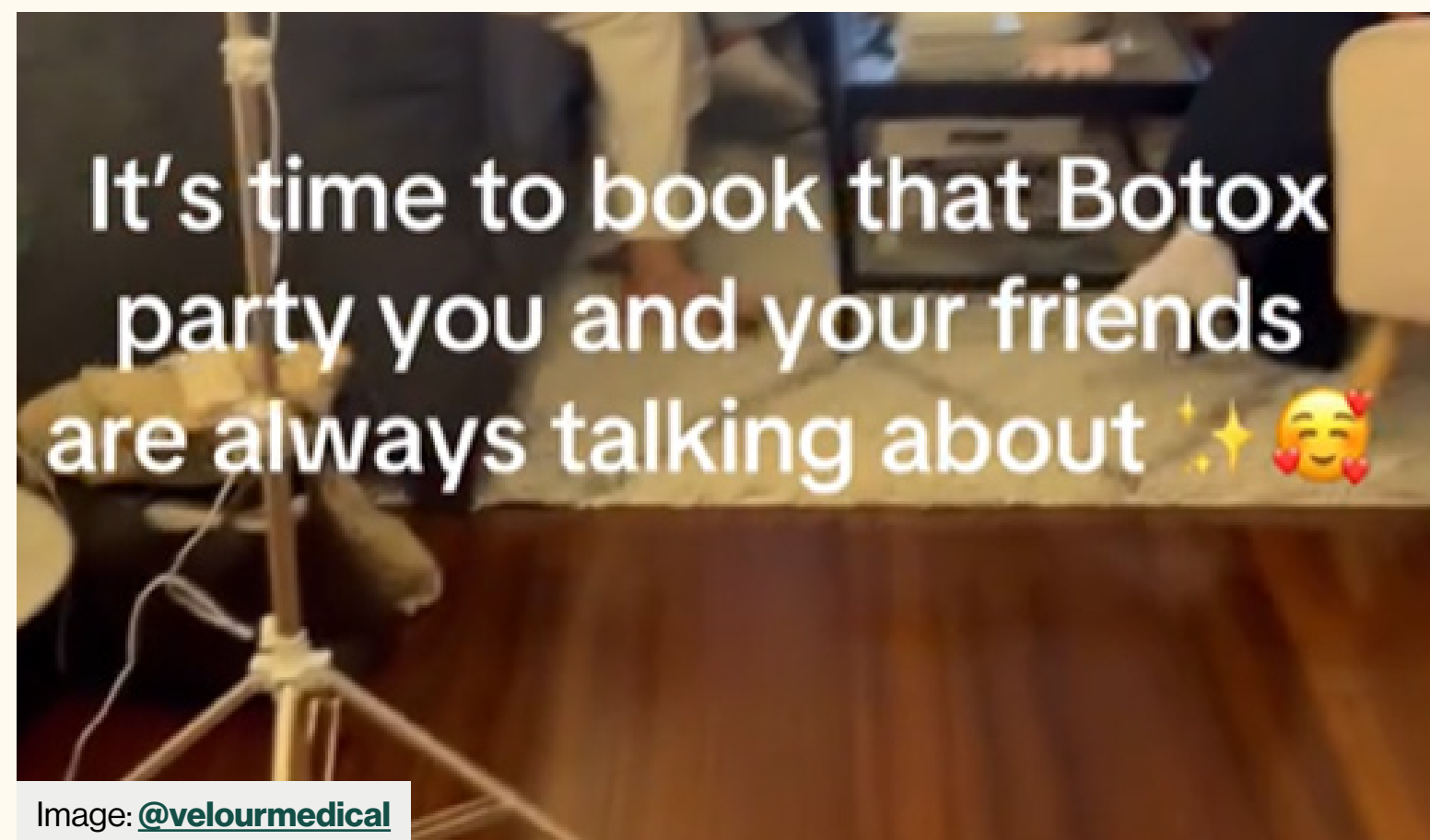
Image: [Edinburgh Zoo](#)

TREND TRACKING



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

Botox parties



Has Bodyshop's sad demise led to a **new era** of girlie get together? Enter the Botox Party, a steadily growing trend that sees girls get together for minor tweakments and injectable procedures. So far, the majority of the parties are in the US, and are proving a popular way to get lower-cost treatment (due to not being in a salon) while also squeezing in an opportunity to catch up with the girl gang. And it's that sense of camaraderie, of community, that keeps some partygoers coming back. Mixing community and capitalism is a tried and tested format championed by Tupperware in the 50s. On the surface, it's about self-improvement, but go deeper and something is off. As Dazed put it; "At its [Botox parties] core is a shared struggle toward "self-improvement", which has become a seemingly impossible undertaking as the standards rise to otherworldly echelons.

Trend: Not So Wellness

Puppet populations



Birth rates are plummeting around the world, and some countries are taking increasingly novel tactics in response. In Japan, the residents of Ichinono, which has been turned into a ghost town by Japan's declining birth rates, created a **population of puppets** to make them feel less lonely. The results are quite eye-catching, shall we say, somewhat evoking the vibes of a folk horror. But it's a serious issue, and Japan isn't the only country with cause for concern – new figures show Britain faces its **lowest birth rates** since records began and South Korean **officials** are calling for a ministry to be created to tackle it. Puppets or not, something radical needs to be done.

Trend: Loneliness epidemic

Gratitude 2.0

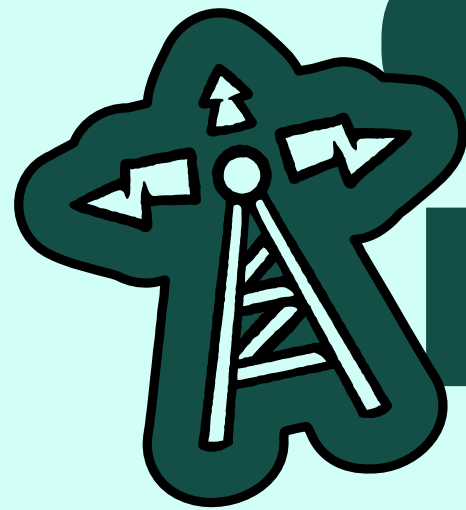


Gratitude is **making a comeback** on social media, as people push back against negativity online. Posts entitled "What a privilege" feature everything from images of cosy beds (What a privilege it is to be exhausted after a long day) to videos of travelling (What a privilege it is to carry a heavy bag) to kitchen hobs (What a privilege it is to think about what to make for dinner everyday) and span the mundane to the luxurious. Cheesy? A bit. But perhaps us cynical Brits just need a reminder that things aren't always as bad as they seem.

Trend: Comfort content

LIBERATION OF BRAND FEMINISM

Why brands won't use the f-word...



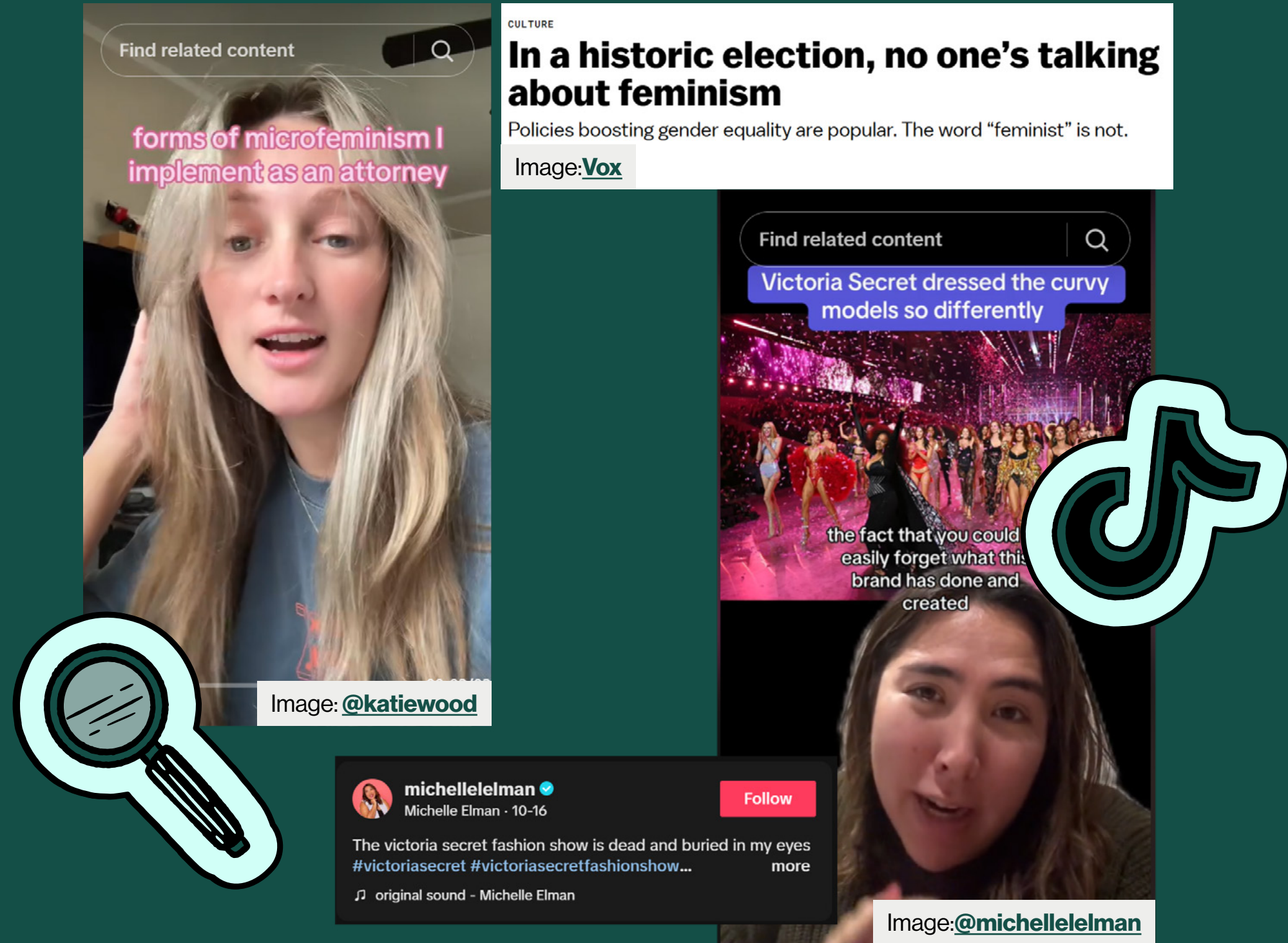
...feminism, that is. Corporate feminism in 2024 hits different.

Almost a decade after the rise of girlboss and Insta-mediated consumption of feminist t-shirts, corporate narratives of female empowerment have never felt more culturally stale. Gen Z knows when they're being sold to under pretenses (**Victoria's Secret**, we're looking at you).

The tendency for brands to jump on terms like "girlboss", lead many to seek new ways of expressing feminist values. Case in point: Women's rights and reproductive freedom were central to **Kamala Harris' campaign**, but she largely

avoided a feminist label. Vox's Constance Grady calls it a *feminist vibe shift*, claiming: "**signifiers of feminism are changing, not its substance**".

Brands that understand this are getting down to business. Take **e.l.f's work** as one of only four (!) companies in the U.S. with a board that's two-thirds women and one third diverse. **Female entrepreneurs are starting businesses** at a record rate – and purchase intent for women-owned brands is high. And for all of us who've been interrupted during a meeting, **micro feminism content** shares easy ways of uplifting women at work (and yes, it's very healing to watch).



Weber Forecast Insight

Brands taking a stand today need a bulletproof action plan of how they're championing women's rights through an intersectional lens. It's about building an equal organisation from the ground up, so let's shelf the merch ideas for March 8th and get to work.

WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

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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.



Image: [Chris Curry on Unsplash](#)

 THE WEBER
FORECAST

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Shandwick