

# WEEKLY TRENDS REPORT





# THIS WEEK'S FORECAST



Micro trend

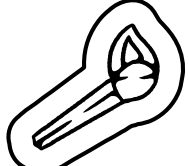


Macro trend

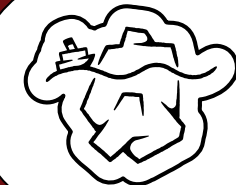
Icon Glossary

Difficult to action

Easy to action

 Ties

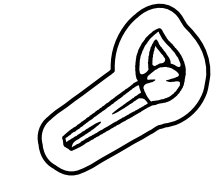
 Quirky dining

 Gen Z credit cards

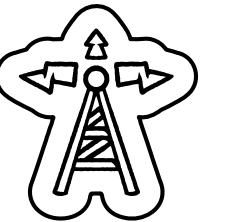
 Vintage cosmetics

 The snob effect

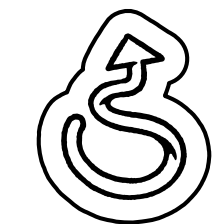
 Pepe the Prawn



Trending



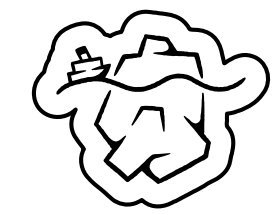
News you should know



On the up



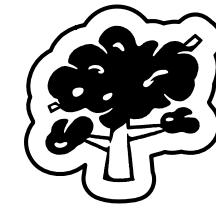
Cancelled



It's gonna be big



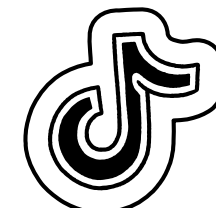
That's the tea



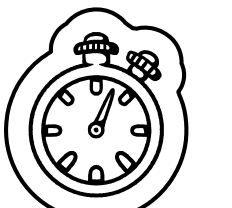
Sustainability



Consumer habit



TikTok trend



Be quick



# FOR YOUR INFO



## This week's dates & microtrends

### TikTok trends of the week

**Trauma dumping** the most insane stories. Who needs therapy when you have Pepe the Prawn.

Grab your partner and turn them into an **ASMR fidget board**.

### ICYMI

Ka-ching! **Taylor Swift 'Eras'** tour made \$2 billion from ticket sales.

**TikTok icon**, Alex Consani, wins **Model of the Year**.

### Phrase of the week

**'Mordorkore'** Going raving as a LOTR character. Are you a hobbit or an orc? We're defo Nazgûls.

### Digi updates

Closing down sale? TikTok shop on Black Friday drew **\$100 million in sales**.

A hard sell. **Deepfake ads** of macho celebs selling scam ED pills.

### Tea of the week

Things that **guests hate** at weddings. Strictly no Mr Brightside!

### What we're loving

Doechii's **doppelgangers braid performance**.

**Pantry item advent calendars**. Breakfast (**and lunch**) is sorted for December.

### Established trend

Give me your most teeny-weeny t-shirt. The **baby tee** is back everyone.

TLDR: Gen Z see **reading as a waste of time**.

### Insights of the week

How was our forecast today? Rate it out of 10. Everyone and **everything has a review**.

Death of the **YA TV shows**. RIP CW, our sweet prince.

## On our radar



Ethel Cain: Perverts – 8 January



Squid Game: Season 2 – 26 December

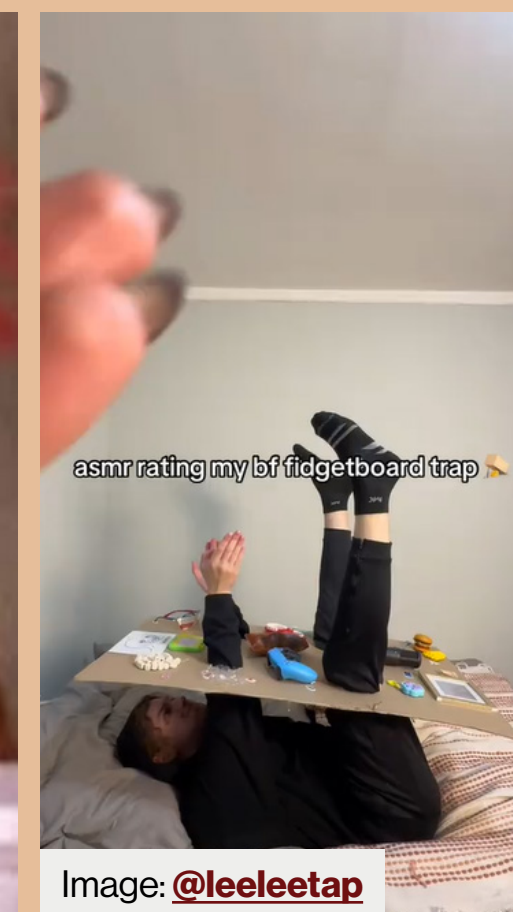


Sonic the Hedgehog 3 – 27 December  
Nosferatu – 1 January



I never told a soul I was the vegetable girl. I still hear rumors that they call my sorority the vegetable house. In a melancholy way, I'm glad my legacy lives on. The legacy of social anxiety.

Image: [@taylorkerrr24](#)



asmr rating my bf fidgetboard trap

Image: [@leeleetap](#)

### Weekly dose of cute

**Scrim the most elusive dog**. #FreeScrim.

### Rising trends

Gen Z are racking up **credit card debt** more than previous generations. YOLO.

Nostalgia dumping. **Vintage style bathrooms** are in high demand.

### The future

**Bragging about marathon times** on CVs. Sorry we only hire sub-3-hour marathoners.

### Stat of the week

58% of Subway branches are near a school. **Fast food chains** are accused of opening near schools.

### One to watch

**That's no moon**. An **artificial solar eclipse** will be created by satellites in 2025.



Image: [@Zeus'Place](#)



Image: [@TheLateshowwithStephenColbert](#)



# TREND TRACKING



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

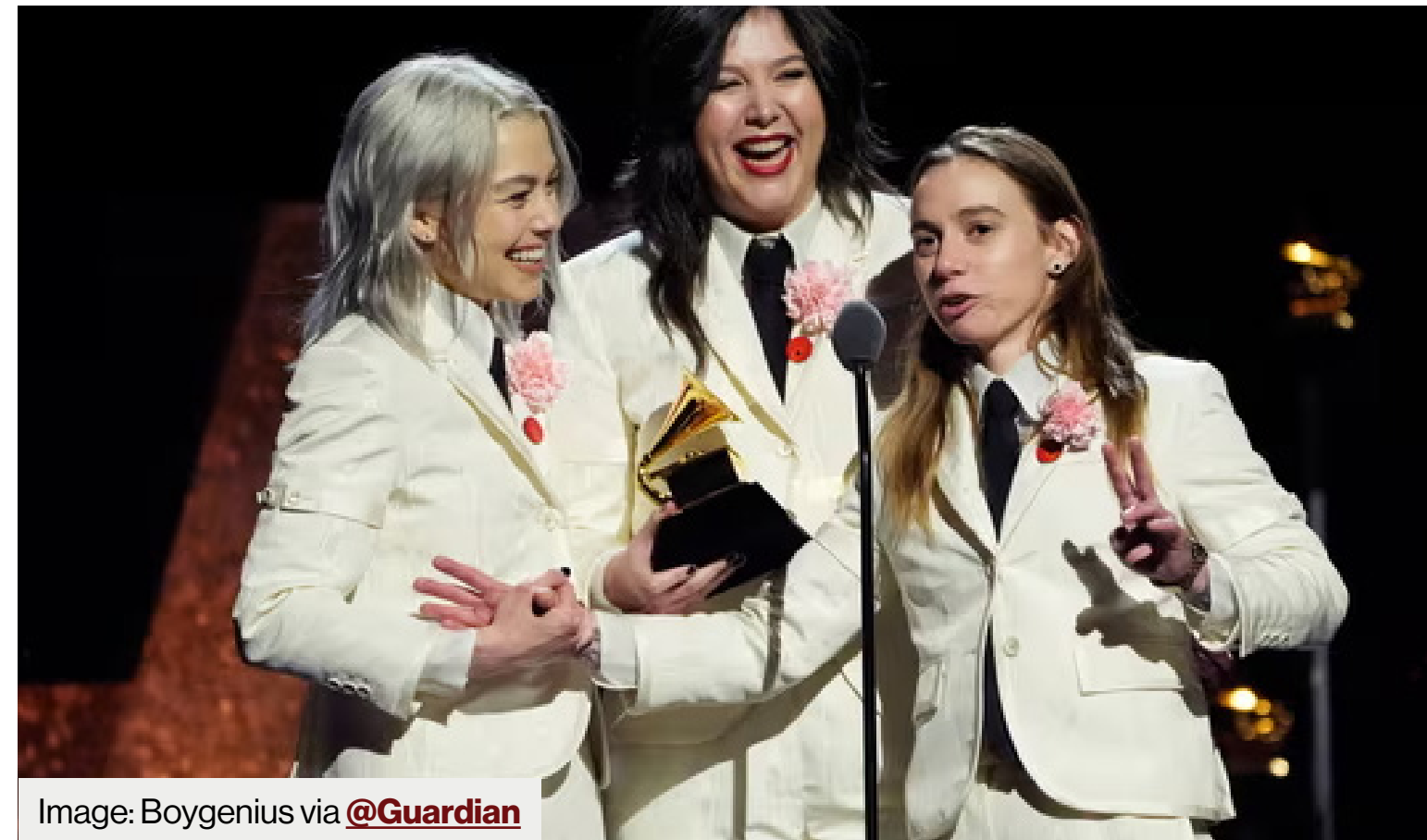
## Quirky dining



Quirky dining experiences are enjoying a resurgence as customers push back against algorithmic, Instagram-era “coffee shop aesthetics”. Themed chains with nostalgic dining concepts like the **Rainforest Café** and The Cheesecake Factory provide fun experiences that are equal parts tacky and welcoming, and Gen Z has an affinity for **Olive Garden**. You don't have to rely on legacy though – new ventures like **CHAIN** take from the past while putting a new spin on dining-as-entertainment.

**Trend: Back to the future**

## All tied up



Wearing ties is **suddenly cool again**, as everyday tailoring makes a comeback. Pinterest searches for ‘tie outfit for women’ is up 210% in the past year. However, it goes deeper than just an accessories trend, with **Style Analytics** noting that “with remote work still prevalent, the mass of early-to-mid 20-somethings who have only worked in a WFH corporate environment are romanticising the office lives that they have never gotten to experience”. The recent **office siren** trend is also thought to be a product of the same mindset. With the **cute, coquette** aesthetic continuing to trend, it's also the first signs of a movement to more masculine, androgenous styles.

**Trend: New Permissiveness**

## Vintage cosmetics



Vintage cosmetics are becoming the **hottest item** at car boot sales, auctions and markets, as treasure hunters search for handcrafted and artfully designed pieces. Creators like **LivvyLoveASMR** cosplay as Avon ladies from days gone by, showcasing novelty packaging that's a contrast to much of the mass-produced beauty items of today. For some viewers, vintage cosmetics remind them of their grandmothers. For others, it's escapism to a time before mass overconsumption, when items were built to last – today 77% of all beauty packaging ends up in landfill. While vintage beauty lovers might be a niche audience, it's full of passion. There's even a **British Compact Collector's Society!**

**Trend: Modern classics**





# THE SNOB EFFECT

For every trend, there's a countertrend

As veneers become **mainstream**, interest in unique, **imperfect teeth** is growing. The reason? As the perfect smile becomes more accessible, some are seeking to distance themselves from the masses by investing in creative and distinctive dental work.

This ranges from subtle tooth tweakments to bold, artfully designed tooth gems from creators like **Jemee** (who is inspired by Bratz dolls and Harajuku fashion) and black grills inspired by black-dyed teeth known as "ohaguro" in Japan – a historical status symbol.

The above is an example of "**snob theory**" in action. The less of an item available, the higher its snob value.

The rise of Ozempic is another. As the drug makes thinness possible for more people, it's no longer a scarcity. As a reaction, **trend forecasters** believe that society will soon strive for muscular physiques instead – reversing modern beauty standards. Plastic surgeons are already **reporting** higher demand for "athletic" looks.

Brands can become trendmakers and set the agenda by monitoring what everyone else is doing, and then doing the opposite.



Image: [Telegraph/Getty](#)



Image: [@bitch farm](#)



Image: [@bitter.000000](#)



Image: [Jemee toothg](#)



## Weber Forecast Insight

When it comes to setting the trend agenda, timing is everything. As movements and behaviours become mainstream, the brands that have already put plans in motion to counter the trend will be ahead when the pendulum inevitably swings.



# 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.



Image: [Duong Ngan on Unsplash](#)

 THE WEBER  
FORECAST

 Weber  
Shandwick