



# WEEKLY TRENDS REPORT

# THIS WEEK'S FORECAST



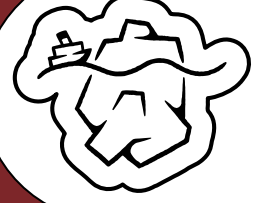
Micro trend

Macro trend

Icon Glossary

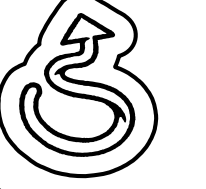
Difficult to action

Easy to action

 Educ-AI-tion

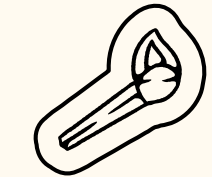
 Tween culture revival

 Quiet logos

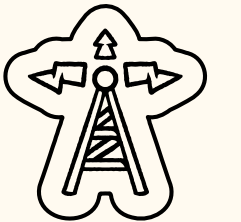
 Queuing as status symbol

 Therapeutic laziness

 Cottagecore Queen



Trending



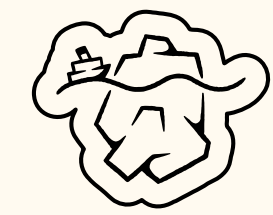
News you should know



On the up



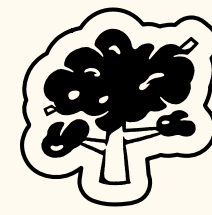
Cancelled



It's gonna be big



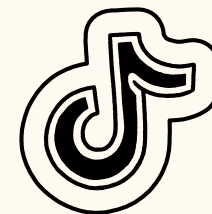
That's the tea



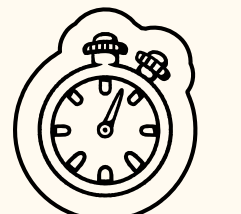
Sustainability



Consumer habit



TikTok trend



Be quick

# FOR YOUR INFO



## This week's dates & microtrends

### TikTok trends of the week

Women are flipping the script on the toxic and manipulative behaviour of men in [#Womeninmalefields](#).

Feeling studious? Go for a [study crawl](#).

### ICYMI

["But my mom says I'm cool"](#) Milhouse voice actress retires after 35 years.

Nature is healing. [Cottagecore Queen](#) returns after a three-year hiatus.

### Phrase of the week

"We bring the BOOM!" The [Costco guys](#) are everywhere.

### Digi update

Microsoft Teams is testing [AI real time speech translations](#). The Duolingo bird was seen looking for a new career.

### WTF of the week

Searches for [soup advent calendar](#) doubled in a day, proving that we still haven't reached peak advent calendar.

### Tea of the week

Just when you thought it was over, rap beef is back on the menu. Drake [VS everyone](#).

### What we're loving

Making art with Strava. Runner makes a [stop motion music video](#) with his running.

Your crush hates you. Korean clothing brand makes a [spoof of K-dramas](#).

### The future

Denmark returns [15% of farmland](#) back to Mother Nature.

[AI poetry verses](#) were preferred over Shakespeare and prolific poetry writers in a verse battle.

## On Our Radar



Music: TWICE: Strategy - 6 December  
Rosé: Rosie - 6 December



TV: Star Wars: Skeleton Crew - 3 December

### Established trends

Parents are struggling with [an abundance of toys](#) – with Christmas coming up, consider [donating old toys to charities](#).

[Queuing up for a new release](#) is now as important as the purchase. We once waited eight hours in the rain for sneakers and we would do it again.

### Insights of the week

Does perfume improve [dating success](#), or does it [improve bedtimes](#)?

Despite constant stimulation from digital platforms, teens report [feeling bored](#) more frequently.

### Weekly dose of cute

Your new favourite gameshow: [Human vs Hamster](#).

### Rising trend

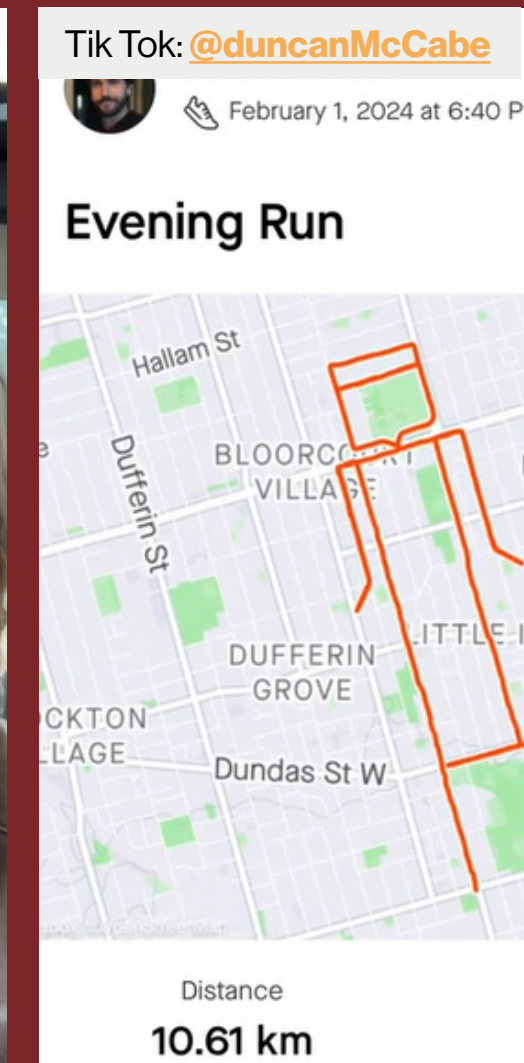
Everyone wants flawless skin. Medical students are [switching to dermatology](#) to make money on TikTok.

### Stat of the week

[Look at all those chickens](#). UK's intensive [farming hotspots](#) have 79 times more chickens than people.

### One to watch

Show off those glutes. The [market for male shapewear](#) is growing.



# TREND TRACKING



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

## Tween culture revival



Image: Claire's

Earlier this year, it seemed like **tween culture was dying** as youngsters invested in “adult” brands like Drunk Elephant and Lululemon and tuned into “high school” content like *Euphoria*. Fast forward to today, and the tides are starting to turn. Claire's recently launched a new beauty line, **C by Claire's**, for Gen Z alphas and last month Zara launched **Z3D**, a line aimed at 14+ teens. In the UK, noughties cult favourite Impulse has **rebranded** to reach today's youth, working with influencers on a social-first strategy. Once neglected by brands, culture is catching up to the importance of these future consumers.

**Trend: Are we failing teenage girls?**

## Quiet logos



Image: Miu Miu

Logos are back...well, sort of. The latest status symbol is subtle displays of taste. Dubbed “**quiet branding**”, it “slyly” indicates how much consumers have spent. Since July, Net-a-Porter has seen searches containing the word “logo” surge by 444%; Mr Porter, meanwhile, saw a 103% jump during the same period. But don't reach for your Louis Vuitton luggage just yet. Loud logomania of the late 2010s is not roaring back, according to Kay Barron, fashion director of Net-a-Porter and Mr Porter.

**Trend: Quiet luxury**

## Therapeutic laziness



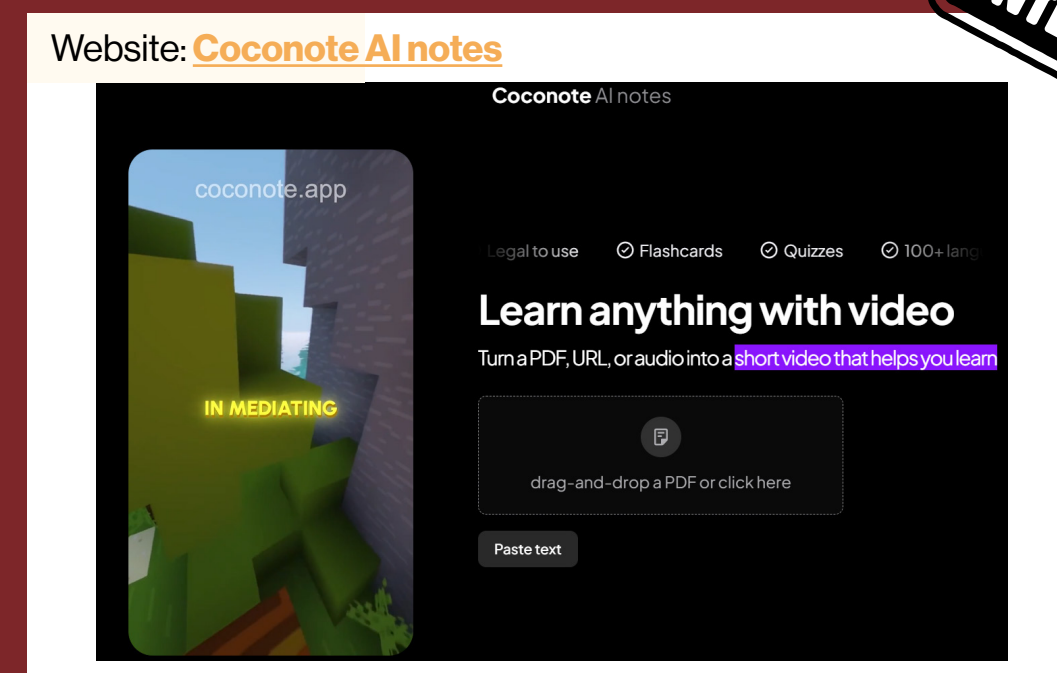
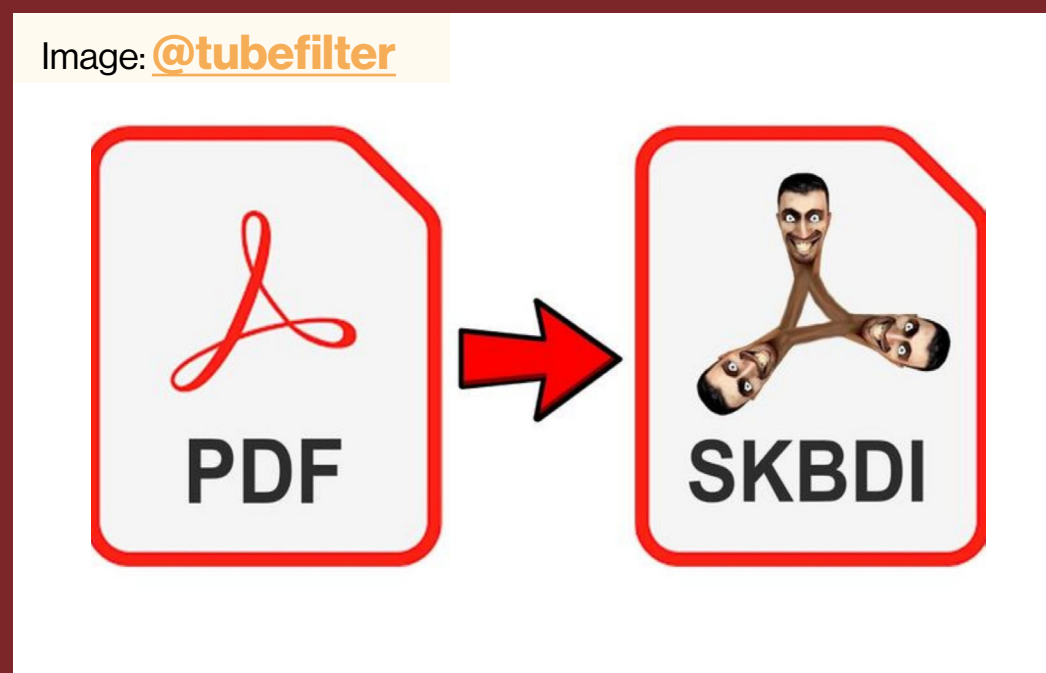
Image: Pexels

Turns out bed rotting was more than just a flash in the pan moment, having exploded into a full on cultural movement. According to WGSN's 2025 forecast, next year is going to be all about “**therapeutic laziness**”, with people levelling up resting routines as an act of rebellion against the grind. Helping make the most of downtime are products like AI-smart beds, collagen infused bed sheets, and **heated slippers** are proving essential during the colder months. Brands can tap into the movement by creating products and experiences that celebrate the joy of doing nothing.

**Trend: Cosy economy**

# EDUC-AI-TION

## AI class is in session



If there was a word to sum up our Tik Tok feeds this year it would definitely be “brainrot”. Absurd memes left anyone outside Gen Alpha scratching their heads at slang like “gyatt”. By now, the format is familiar - your **typical “brainrot” video** features text-to-speech content overlaid with a satisfying video or a Minecraft parkour clip.

Instead of shying away from brainrot, some educators are meeting their students on even ground as new “**PDF-to-Brainrot**” tools transform study content into digestible Gen Alpha style videos – some of which can even translate entire documents into slang. Hearing Romeo ask, “what the sigma?” is truly an eye-opening experience. With student performance failing to catch up to **pre-pandemic levels** and **teachers feeling burnt out**, AI assisted learning could be the next step

for education, reducing workloads and rebranding studying from cringe and boring to ironically cringe and entertaining.

Why stop with study materials? One school in London has launched a full AI classroom, trialing **AI “teachers”** to offer tailored education to students. Giving AI tools to students and educating them about best practice can open the classroom to new experiences and better prepare them for the upcoming **AI-integrated workplace**. Imagine getting sent to detention by AI though, SO HUMILIATING.

AI has already infiltrated schools with students using ChatGPT to write their essays and we’ll need the next generation to be ready when the robots eventually take over the world.

## Weber Forecast Insight

AI is driving significant changes far faster than many anticipated and its impact may be more radical than the rise of social media on young minds. This transformation demands a focus on developing dynamic skillsets rather than the pursuit of static career paths, so we’re better equipped to adapt to swiftly changing circumstances – it’s time to ensure AI-readiness for ourselves and the next generation.

# 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.



Pictured: iStock



Weber  
Shandwick