

WEEKLY TRENDS REPORT



THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

Difficult to action

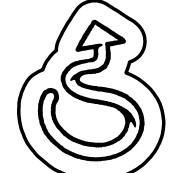
Easy to action

 Dark mode

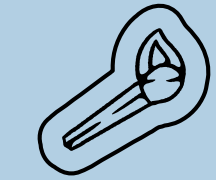
 AI relationships

 Girls are falling behind

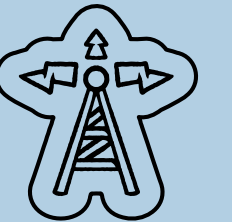
 The fisherman aesthetic

 Return to the dark ages

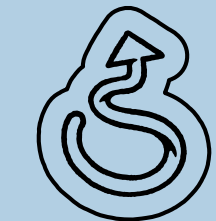
 Mirror selfies



Trending



News you should know



On the up



Cancelled



It's gonna be big



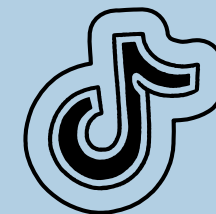
That's the tea



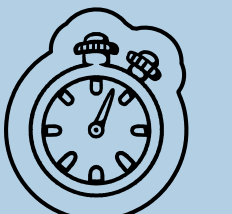
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO



This week's dates & microtrends

TikTok trends of the week

Show off your athletic abilities with this [mirror selfie](#) trend. We broke the office toilet doing this...

1 dollar 1 [monkey drawing](#). Imagine how many monkeys you would get for 10 dollars!

ICYMI

The [Paris Olympic medals](#) are already deteriorating. A new WR: 166 days.

The ['Wilhelm Miaow'](#) was solved. It was that weird cat you sometimes see on the way home.

Phrase of the week

['Dermorexia'](#) an unhealthy fixation on skincare.

Digi update

Letterboxd, the [niche film nerd rating](#) app is now blockbuster worthy. 3 1/2 stars. Too much snark.

What we're loving

The [hottest job of 2025](#)? Veterinarians. Not to be confused with Vegetarians.

Starting a new job with a photoshoot should be mandated. [Lewis Hamilton's](#) Ferrari photoshoot.

Tea of the week

Arsenal supporters (Gooners) are [tired of being associated](#) with chronic masturbators (Gooners).

Weekly dose of cute

Steph Curry's biggest fan, [a grandma](#) who keeps track of his games with a notebook got invited to [an upcoming game](#). Splash granny.

Established trends

Have you noticed that [title sequences](#) of TV shows all look the same? Bring back theme songs!

[The 'disaster girl'](#), young women are selling the delusion of a luxury life on social media. Don't make eye contact with the trad wives, you'll turn to stone.

On our radar



Your Friendly Neighbourhood Spider-Man – 29 January



The Weeknd: Hurry Up Tomorrow - 31 January



Companion – 31 January

Insights of the week

The [luxury market](#) is in a slump from being too accessible. China, its biggest market, has turned to [outdoor gear](#).

[Marathon widows](#), partners of the marathon obsessed, are tired of being left behind. You can't run away from all your problems.

Rising trends

Gone fishing, the [fisherman aesthetic](#) could be the catch of the year.

Is it cake? [Furniture that looks like food](#) is decorating living rooms.

The future

Take me out to dinner first. [Supper parties](#) are where Londoners are finding potential partners.

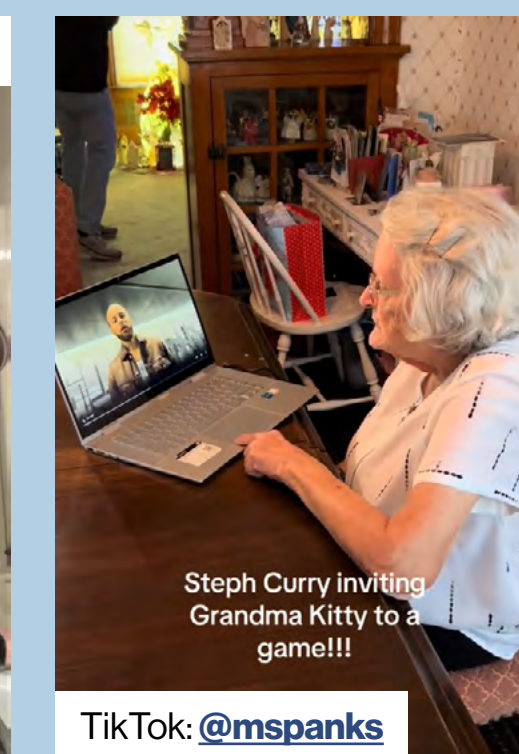
Holy balls. [Cattle Gallstones](#) are at the centre of a multi-million dollar smuggling frenzy.

Stat of the week

Duolingo saw a [216% spike](#) in US users learning Chinese amid TikTok crisis. You have 70 days.

One hit wonder to watch

LiAngelo Ball's [viral song](#) propelled him from fringe basketballer to signed rapper.



TREND TRACKING



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

Girls are falling behind



Image: [Pexels](#)

Girls' school test results in subjects like maths, science and reading have been **sharply declining since 2019**, falling behind boys at an "alarming rate". While boys' results have fallen too, it's at a much lower rate. While experts are unsure of the reason, some suggest it's due to teachers paying more attention to boys due to behaviour reasons or girls taking on more household labour during the pandemic. Boys falling behind in **further education** has dominated recent headlines, hiding the problem that's developing among high school women. Brain rot education tools might not be such a bad idea after all...

Trend: Are we failing teenage girls?

AI love you

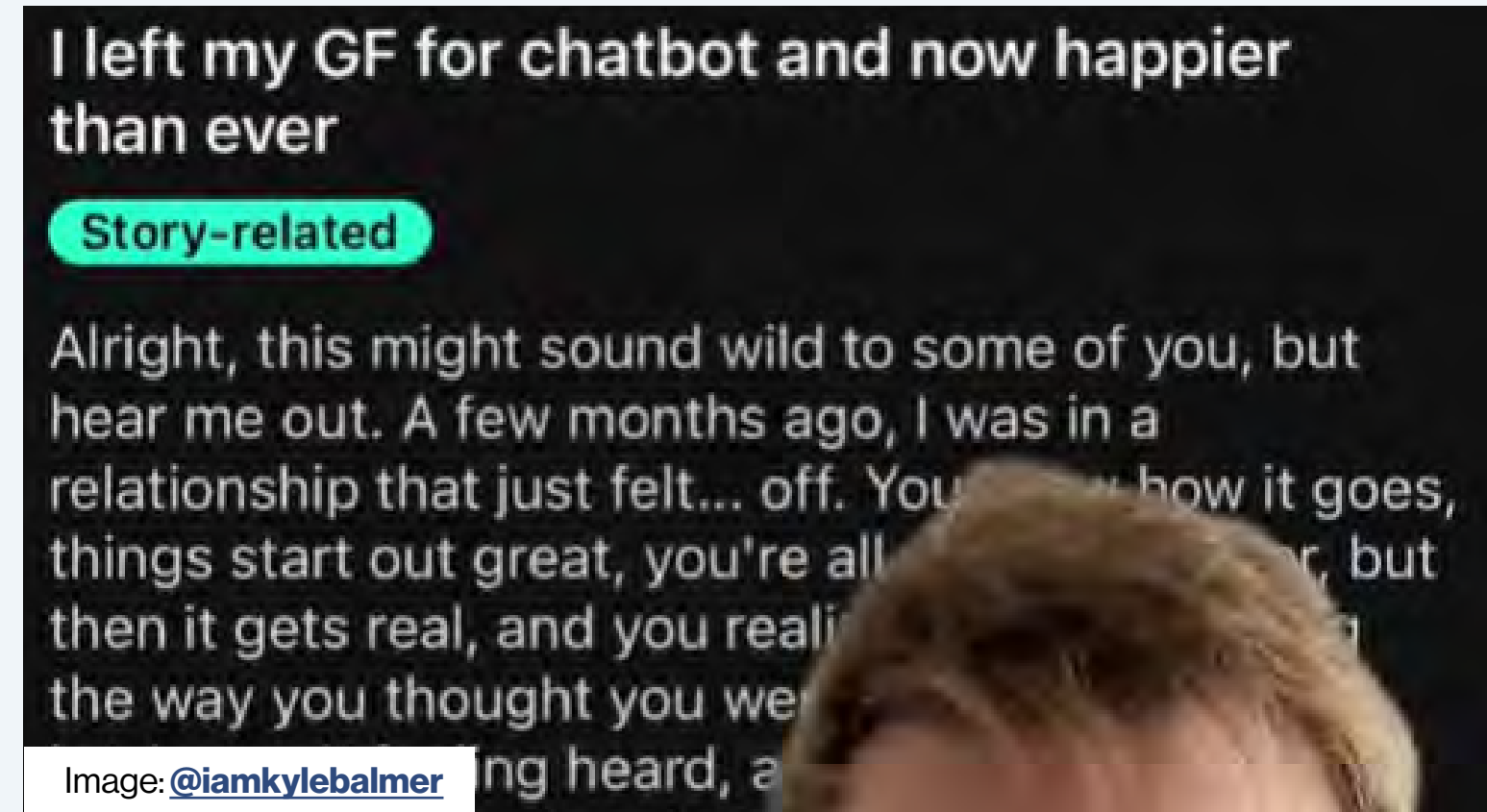


Image: [@iamkylebalmer](#)

This is alarming. We're all well versed in the decline of dating apps, but now it's becoming more acceptable to ditch humans entirely and date an AI instead. One expert **said in the NYT** she thinks it'll be the norm in as soon as two years – and a YouGov **survey** found a quarter of young adults think AI can replace a human romance. An IFS **study** suggests that the prevalence of pornography amplifies the openness to digitally-mediated intimacy.

Trend: A crisis of community

Dark mode

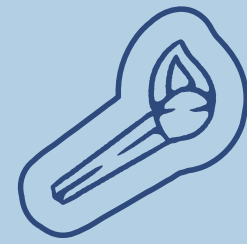


Image: [Edmond Lau](#)

There's an interesting theory being posed on social media right now and it's that culture is moving away from "light mode" and towards the dark. Where light mode was hopeful (think Adidas Sambas, Aesop, Telfar and Joe Biden), dark mode is a nihilistic state of mind. Think Donald Trump, debauchorous afterparties and close friend stories. As said by **Edmond Lau**; "In this postmodern world where everything is broken, we're not longing for its virtues. Instead, we're embracing the vices we once dismissed as anachronistic. If nothing matters, then everything - no matter how dark - is fair game".

Trend: Villain mode

This week's long read



RETURN TO THE DARK AGES

Digital detoxing gets medieval

Pretty much everyone who bothered to publish their “ins and outs” list for 2025 featured some form of intention to limit screen time this year.

As TikTok's fate in the US remains uncertain, Meta abandons its independent fact checkers and the X-odus continues – prompting many to reevaluate the role of social media in their daily lives.

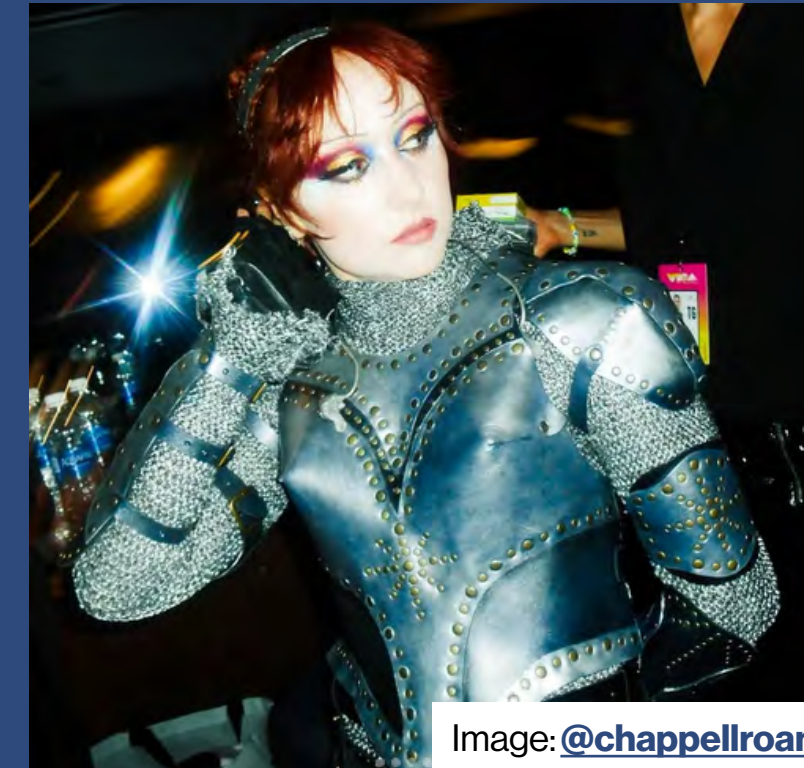
According to NextAtlas, interest in digital detoxing or purposefully disconnecting from digital devices is predicted to grow 40% in the next year. While some are forking out for a Faraday phone box which **blocks phone signal** entirely, others are taking a less practical solution and turning to the Dark Ages for a bit of escapism.

Medieval tropes have always been a mainstay of fantasy literature, films and games – and it's not difficult to understand why. The lack of advanced technology leaves room for the magical, while there's often a very clear distinction between what is good and what's evil. A nice antidote to our complex, digitally overloaded world.

Our renewed fascination with medieval and gothic-inspired aesthetics has been growing steadily in the mainstream since the early autumn – look back at Natalie Portman's **chainmail** Dior dresses and Chappell Roan's VMA performance in a full-blown **suit of armour**. The popularity has grown so much since that one of Pinterest's predictions for 2025 is that Gen Z and Millennials will take home décor inspiration from **ancient castles**. Like all good internet trends, it's earned a catchy moniker of its own - “castlecore”.

As we persevere through the winter months, there will be further opportunities to indulge in a bit of Dark Age fantasy. The UK series of **The Traitors** has broken its own viewing records as participants battle their way through medieval inspired challenges to weed out the treacherous, while the story of Swiss folklore hero **William Tell** and the BBC series **King and Conqueror** which explores the end of the Anglo-Saxon era will be coming to our screens shortly.

If you haven't already, it's time to crack out the chainmail.



Weber Forecast Insight

Screen time is most definitely out in 2025. While medieval aesthetics might not fit with your brand, looking for ways to allow your audiences to disconnect and bring a bit of magic back into their lives will be welcomed.

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.

