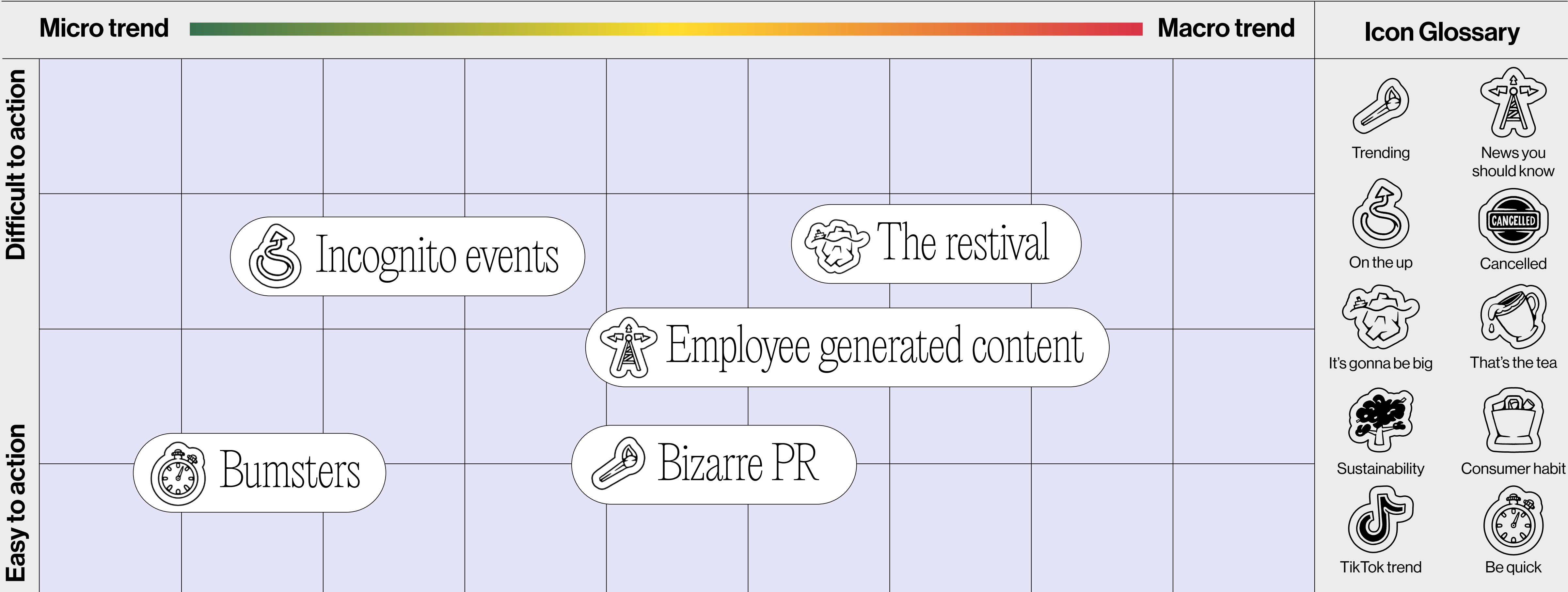


WEEKLY TRENDS REPORT

Friday 14 March 2025



THIS WEEK'S FORECAST



FOR YOUR INFO

This week's dates & microtrends



TikTok trends

Cheese Naan craze in Japan after the release of *Monster Hunter Wilds*. Players are **modelling the cat companion** after their real-life cats.

Crashing economy? **Recession brunette** time. Pair it with **Grandma's brush**.

ICYMI

'Bohemian Rhapsody' sounds different? King **Charles partnered with Apple** to release his music playlist.

Feeling nostalgic? Take a **'Millennial walk'** and blast music from the hyperpop era.

Phrase of the week

"New Literalism". Films are signposting their meanings for the increasingly media illiterate.

Tea of the week

Millie Bobby Brown **calls out press** for comments on her appearance.

Digi updates

No one knows how to **market AI** to consumers. Even ChatGPT doesn't know.

Need some extra cash? Fix **AI's wrong answers**.

What we're loving

Scientifically ranked **video game characters** based on their attractiveness. Sonic is shockingly not ranked.

Fall fashion shows in quirky locations; a **red bathroom** and a **LAN party**. Two places you'll most likely find us.

Weekly dose of cute

Jackie and Shadow welcome three chicks, **3D printing Crocs** for a bear statue and **Cowboy Dog**.

Established trends

"Back 2 back", **low rise male jeans** that show crack (AKA bumsters) and the **rise of jewellery on the back**.

The fans **mobbing the stage doors** after a theatre play.

On our radar



Assassin's Creed Shadows – 20 March



Snow White – 21 March



Japanese Breakfast: For Melancholy Brunettes (& sad women) – 21 March

Insights of the week

The **Matcha craze** is causing a major shortage in Japan. Think before you get your 18th Matcha latte of the week.

Youth is no longer one of the happiest times of life.

Rising trends

Young people are **forgoing relationships**. Love thyself.

Even Gen Z is tired of the **constant trend cycle**.

The future

In the UK, **Female doctors outnumber** male peers for the first time. Dr Grey will see you now.

Schools are **betting on shop class** to compete against the AI future and **parents in tech** want their kids to go into the arts.

Stat of the week

40% of Britons have not read a book in the past year.

Ship to watch

The wonderful and wacky **world of fanfiction** and shipping.

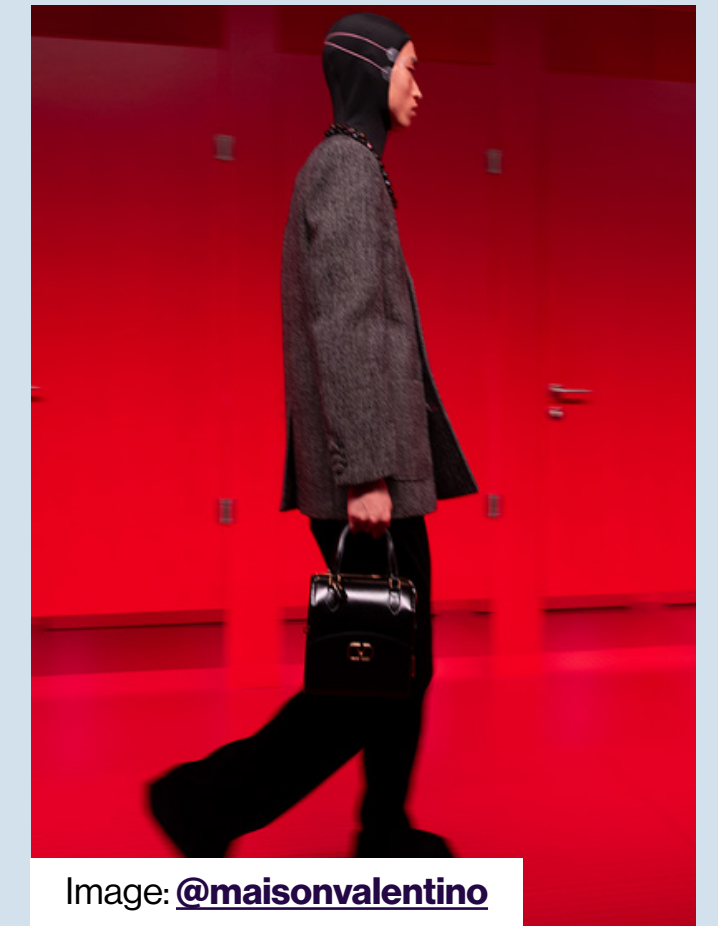


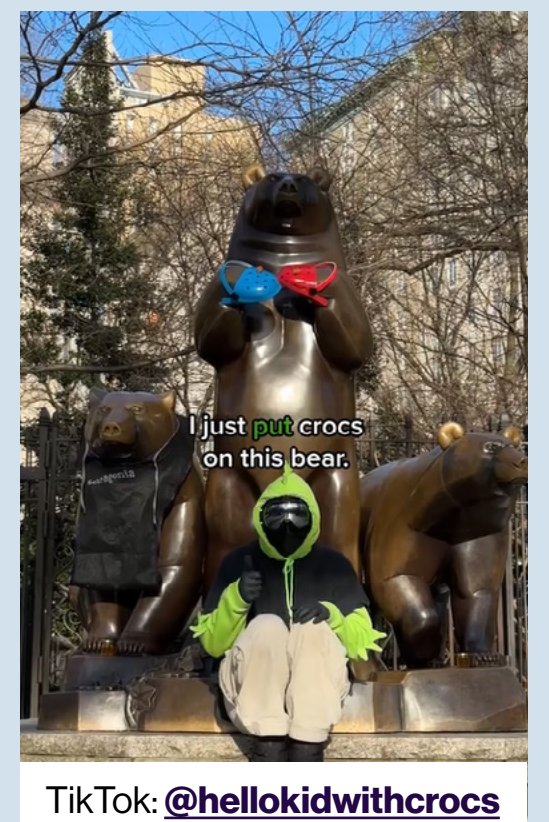
Image: [@maisonvalentino](#)



Image: [@coperni](#)



TikTok: [@tristan.harrell](#)



TikTok: [@hellokidwithcroc](#)

TREND TRACKING



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

Commit to the bit



Image: [@jack_quaid](#)

Man of the moment Timothée Chalamet and his **unconventional press tour** for *A Complete Unknown* has sparked a trend in Hollywood for bizarre PR tactics. This past weekend, actor Jack Quaid promoted his new film *Novocaine*, where he plays a banker unable to feel pain and uses this to fight baddies, at the Kings vs Clippers NBA game. To **highlight the premise**, he slowly became more and more 'beaten up' over the course of the game, at first being interviewed on the court in a neck brace and later appearing with both arms in casts from his seat. The trend of playful, bizarre and attention-grabbing PR, a tactic also seen during **the Wicked tour**, cleverly engineers content that's designed to go viral.

Trend: Bizarre PR

Incognito events



Image: Pexels

Brands are playing into the IYKYK mood of the moment by organising incredible events behind closed doors and without any publicity. Fresh from his SAG award win, Timothée Chalamet and Cartier co-hosted an **exclusive poker game** with the likes of Kylie and Kid Cudi in attendance – but it would have gone unnoticed if it weren't for GQ's insider coverage. Brands like The Row **ban phones** from shows, making an invite even more coveted. At a time when everything is documented and shared online and luxury is at risk of losing prestige, it's physical access that has become the ultimate luxury – and brands are unashamedly bringing back elitism to retain top customers.

Trend: IYKYK culture

Rise of the restival



Image: Pexels

Sleep has been a trending topic for a while now, but we were pleasantly surprised to learn of a catchy new term that's been bubbling up among those desperate to optimize their zzz's: the 'restival'. In Korea, **The Best Dream Concert** saw attendees sleep in beds accompanied by 12 hours of calming live music while enjoying sleep promoting snacks. New Zealand-based arts festival Loemis organised **a sleep concert** called The Longest Night on the Winter Solstice. German bedding company Emma launched its first **music album** during a sleep concert held in Berlin on World Sleep Day 2024. With daylight savings starting on 30 March in the UK, sleep will be back on the agenda as we lose an hour of the good stuff.

Trend: The Soft Life



Image: [@currys](#)

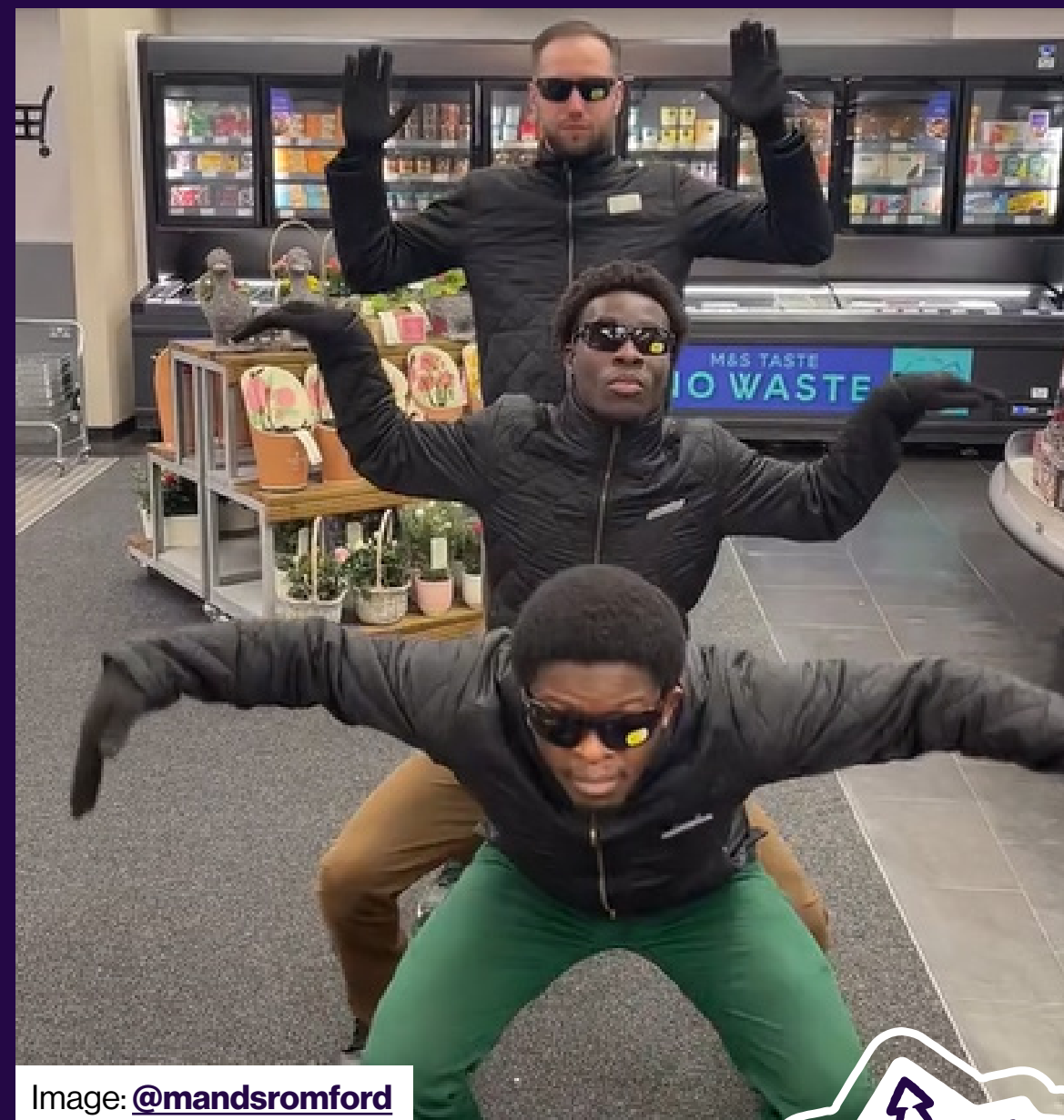


Image: [@mandsromford](#)



Image: [@merchants_fishandchips](#)

Weber Forecast Insight

Consumers, particularly Gen Z, are prioritising transparency, relatability and authenticity more than ever. As trust in traditional influencers declines, brands should explore alternative engagement strategies like Employee-Generated Content (EGC). The next time you need talent to star in your social content, start by looking within your own team.



This week's long read



WORK HARD, POST HARDER

Is EGC (employee generated content) the new way to win fans?

The influencer era is crumbling, and honestly, we all saw it coming. Gen Z is becoming fed-up with traditional influencers and calling out over-the-top PR hauls and increasingly out-of-touch or lacklustre content. Anyone else been keeping up with the NYC **influencer beef**?

Enter Employee Generated Content (EGC) – the new wave of authentic, relatable marketing that's reshaping how brands connect with audiences. We've already seen **SheerLuxe** tap into its own team to create editorial-style content, racking up over half a million followers on Instagram and 600,000 on TikTok (plus 11 million likes). Meanwhile, high-street giants like **M&S** and **Currys** are leaning into EGC, with employees jumping on TikTok trends, sharing day-in-the-life videos and letting their personalities shine – all while driving attention to their stores.

Even beyond retail the power of EGC is undeniable. Destiny Harold, aka the Chicken Shop Diva, became an online sensation, pulling in millions of views and **turning her workplace into a viral hotspot**. High-fashion figures like **Marc Jacobs** are fronting their own content, offering an unfiltered glimpse into their personalities. And even **The Jennifer Hudson Show** owes part of its rising popularity to the team behind the scenes, creating viral moments with catchy entrance tunes for guests.

It's changing recruitment, too. When employees showcase what it's really like to work somewhere, potential hires get a transparent, first-hand look at company culture. It's a great tactic... until your star employee hands in their notice!

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



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