

WEEKLY TRENDS REPORT



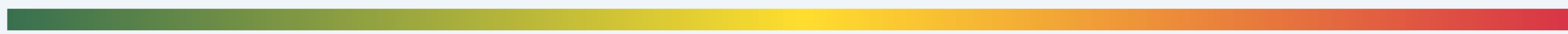
Pictured: iStock

Friday 07 March 2025

THIS WEEK'S FORECAST



Micro trend

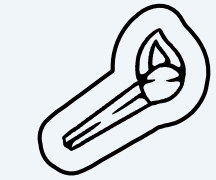
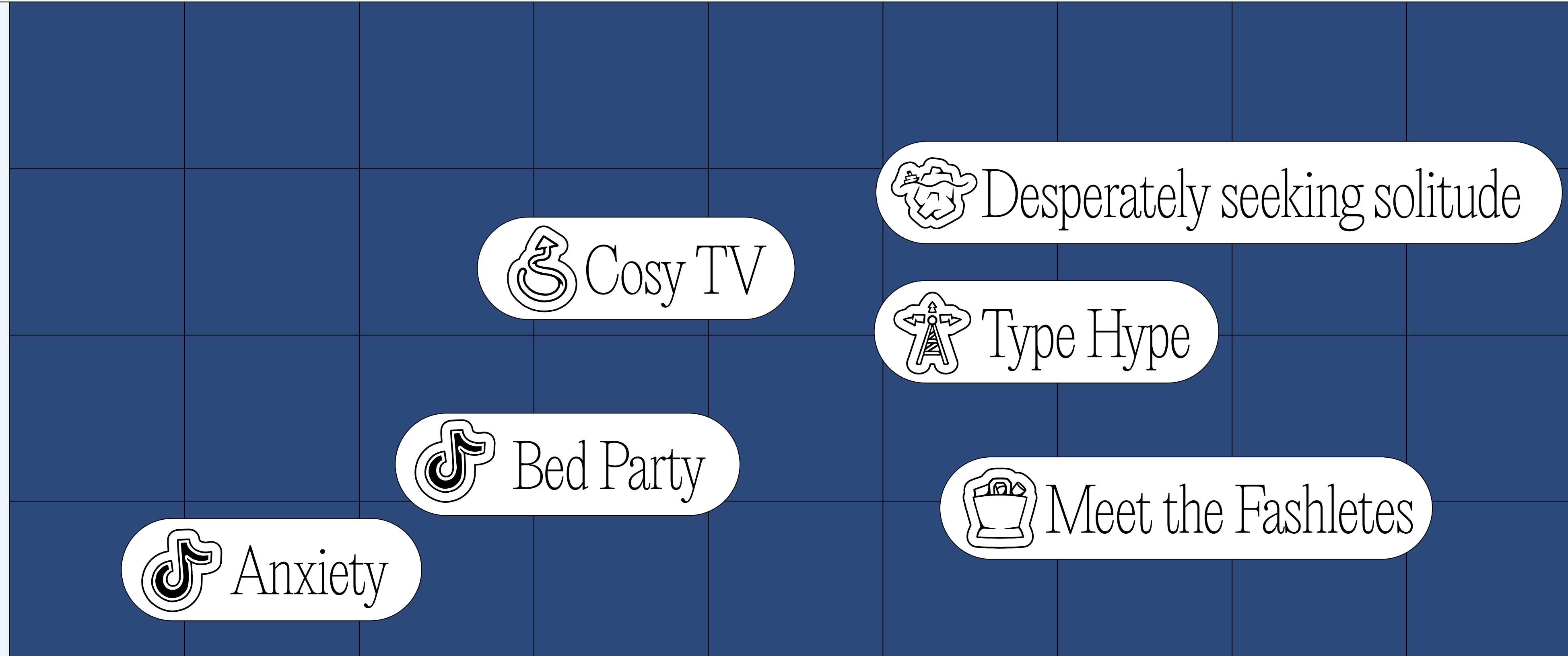


Macro trend

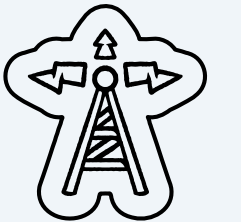
Icon Glossary

Difficult to action

Easy to action



Trending



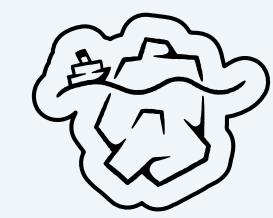
News you should know



On the up



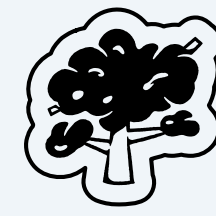
Cancelled



It's gonna be big



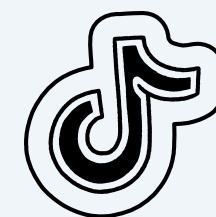
That's the tea



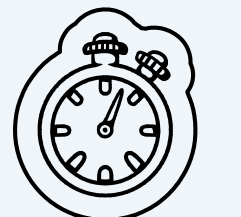
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO



This week's dates & microtrends

TikTok trends of the week

Our childhood: How I met your [doppelganger](#).
And Diary of [a wimpy adult](#).

Feeling anxious? A [cover by Doechii](#) goes viral.

ICYMI

[RIP Skype](#), the generational fumble.

[Fyre Festival](#) is back after 8 years and a prison sentence. But what does Ja Rule think?

Phrase of the week

["Vibecoding"](#), having no coding experience and building an app or website with the help of AI.

Digi updates

Watching [Instagram Reels](#) is like going to a circus full of sad, unemployed clowns.

Using video games to benchmark AI. Can yours beat [Pokémon](#) or [Mario](#)?

Tea of the week

A [jersey swap](#) with a young fan. A cute moment until it was put up for auction the same day.

What we're loving

You're never too old for drum n'bass. A [care home rave](#) for a 105-year-old.

The [new Eurovision mascot](#). Looks just like our sleep paralysis demon!

Established trends

Teens are [disengaged with school](#) but it's not their fault. Ask them why [they're unhappy](#).

How do the [children of "Trad Wives"](#) feel?

Weekly doses of cute

[Sailor meow-oon!](#) [Mummy pig](#) is pregnant, the birth of [woolly mice](#) and the [Dog-scar goes](#) to...

On our radar



Black Bag – 14 Mar



WWE 2K25 – 14 Mar

MLB the show 25 – 14 Mar



The Wheel of Time Season 3 – 13 Mar



TikTok: [@meyerspetcare](#)



Image: [@Eurovision](#)

Insights of the week

[The Big Freeze](#), the job market is frozen and there are too many [NEETS in the UK](#).

How [ageing is affected](#) by lifestyle and living conditions - and [life expectancy](#) will soon peak.

Rising trends

Getting into college means getting a ["Bed Party"](#)? All we got were boxes for packing and were told to move out ASAP.

The rise of the [magical girl aesthetic](#). Have you seen this [fan pilot](#)? Give us 6 seasons and a movie!

The future

Massive Attack goes eco friendly with the [greenest gig](#) ever.

Niantic [releases an app](#) to scan and share 3D scans of the world. We can finally visit Europe without the smell of urine!

Stat of the week

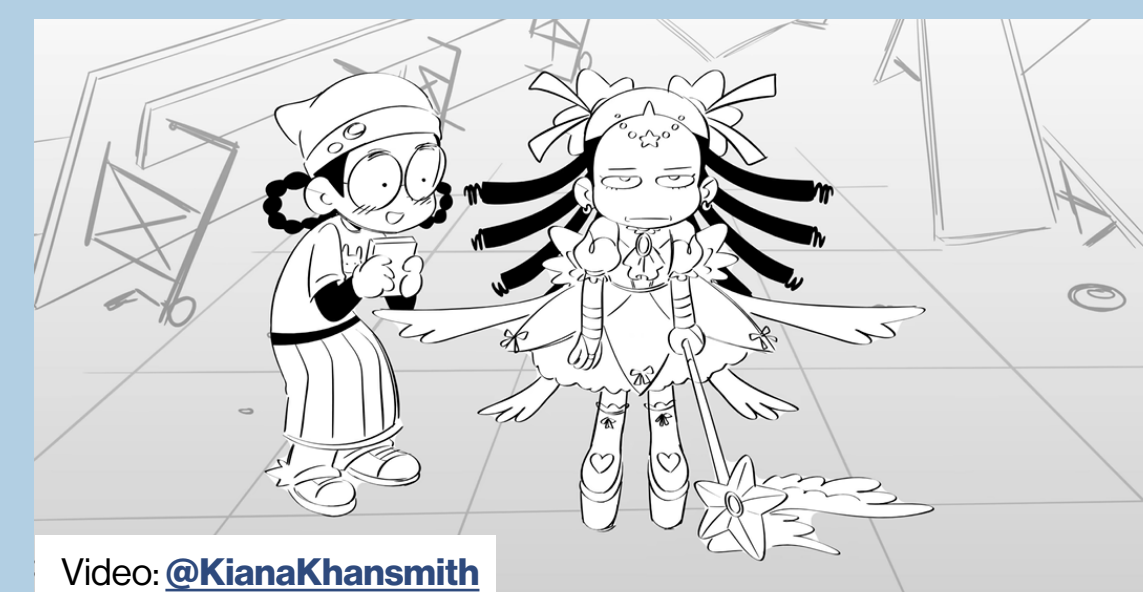
A big problem. More than [half of adults](#) will be obese by 2050.

Status symbol to watch

You smell! [Hand sanitisers from Touchstone](#) are this generation's trading cards.



TikTok: [@kira_h.p](#)



Video: [@KianaKhansmith](#)

TREND TRACKING



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

Desperately seeking solitude



Image: [@greywolfelondon](#)

Solitude and alone time are increasingly becoming a luxury as consumers pay a premium to be cut off from society. At £6,000 a year, Grey Wolf, a [new private health club](#) in London doesn't have any fancy classes or treatment rooms. Instead, it offers members spaces for tranquillity, reflection and high end "solitary confinement", which experts say gives people the time and space needed to figure themselves out. According to [VML](#), 67% of Gen Z would go on a solo trip – and as more reveal a desire to switch off and go offline, offering affordable solitude could be a way for travel brands to win their interest.

Trend: The Simple Life

Cosy TV



Image: [@thetraitorstv](#)

The genre of nostalgic "cosy" gameshows inspired by childhood games is [growing](#). *Game of Chairs*, which is based on musical chairs, is the latest format in development from production giant Banijay, following in the footsteps of shows like *The Traitors*, which has elements of murder in the dark; *Celebrity Bear Hunt* (hide and seek) and new UKTV series *Silence Is Golden*, which sees comedians try to make people laugh in a manner similar to the Sleeping Lions game. TV production companies are betting big on the nostalgic format, as it offers audiences a chance to escape, as well as being fun for the whole family.

Trend: The cosy economy is booming

Meet the Fashletes



Image: [@buffalobills](#)

The NFL [recently hired](#) its first fashion editor, Kyle Smith, as the boundaries between sport and fashion continue to blur. Fans now eagerly await the football star pre-game arrival picture, featuring increasingly elaborate outfits. Noone is more committed to the bit than NFL star [Mack Hollins](#), who has donned some fascinating outfits with inspiration ranging from the Muppets to the Flintstones. Jokes aside, fashion and sport are a serious business. [@footballerfits](#) has over 700K followers, streamer [Tubi](#) had a Superbowl red carpet segment for the first time and sports players are increasingly seen in fashion's [front row](#).

Trend: Fashion's next move

This week's long read

TYPE HYPE

Desktop fonts are commanding the spotlight

In the ever-evolving world of typography, experimentation with fonts is making a fierce comeback, reminiscent of the days when funky fonts reigned supreme in MSN statuses and WordArt school presentations. Don't even get us started on Papyrus.

This time it's a resurgence of desktop fonts, the ones we love to hate (shout out to **Comic Sans** for [turning 30](#)). Among these, **Courier New** and Arial were [voted the top fonts](#) Americans identify with.

Not only are these fonts accessible, they're also loaded with nostalgia and the [pop girlies can't get enough of it](#). Case in point: Gen Z pop star Chappell Roan used a sparkly **Comic Sans** in her vintage-oozing [lyric video](#) for "Good Luck, Babel!" while [Dua Lipa](#) and [Rosé](#) are opting for nondescript sans serif typeface for their projects.

Who would've thought lime green backgrounds with sans serif font would be so accepted? It certainly

wasn't on our 2024 bingo cards for viral design moments, but it somehow works. [Charli's bold move](#) to embrace so-called "ugly" fonts is shaking up the polished norm and challenging the status quo, reflecting a broader pop-culture trend where relatability is the new cool. Making it replicable is also a clever move. How many people did we see copy Charli's design for their own social handles?

The appeal of mundane fonts lies in their charm and reminiscence, as they feel casual and approachable. On **Comic Sans**, Monotype Creative Type Director, [Terrence Weinzierl](#), co-designer of the 2011 extension, **Comic Sans Pro** said: "It's so human, modest, and approachable, and people see themselves in it." Meanwhile, [designers at The Face](#) note that while some see **Comic Sans** as "bad taste", others view disdain for it as "snobbery".

As for the next "it girl" font, our bets are on **Cooper Black**.

Image: [@charli_xcx](#)

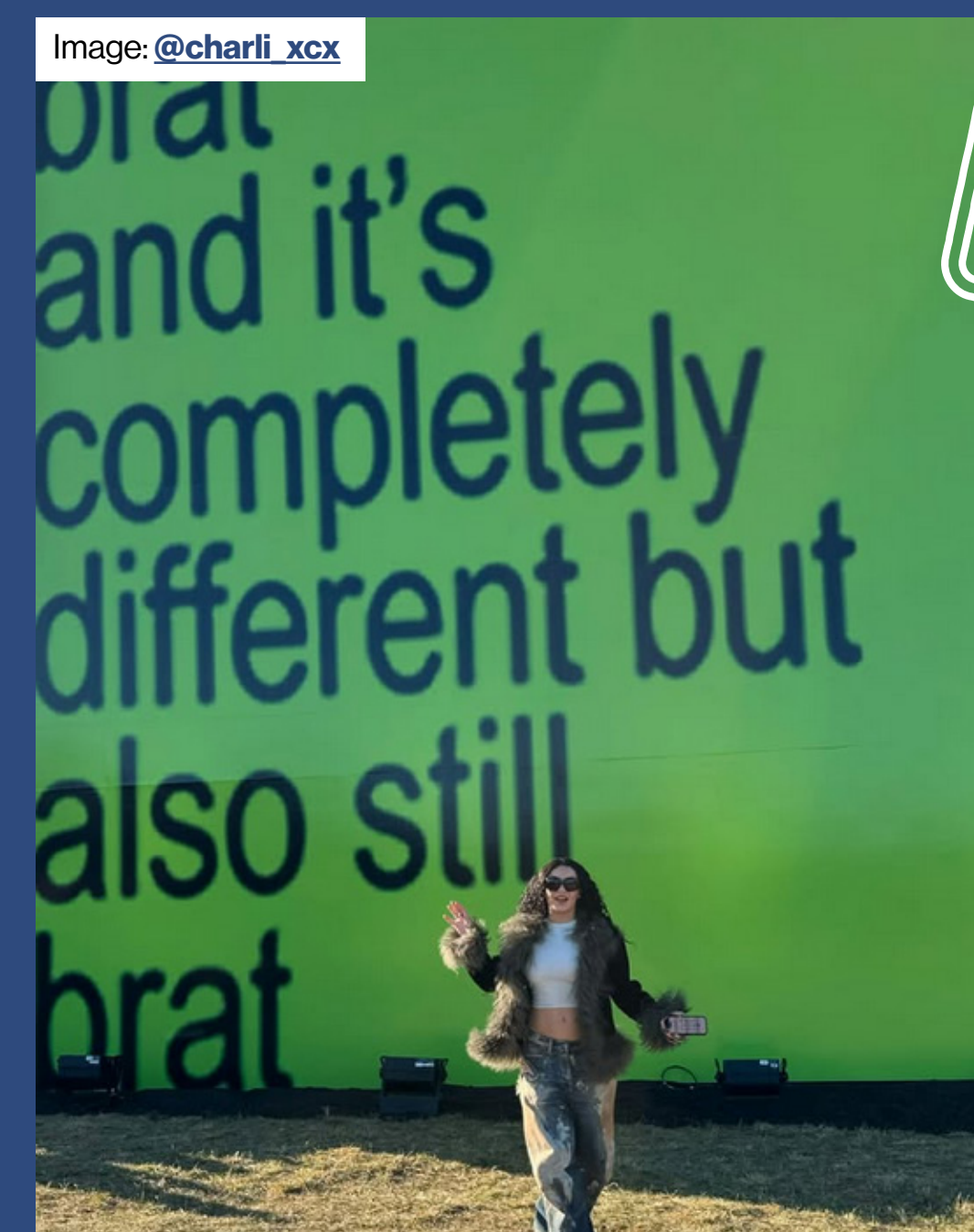


Image: [@roses_are_rosie](#)



How Comic Sans became the Crocs of fonts

After 30 years of abuse, Comic Sans is ready for its redemption.

Image: [Fast Company](#)

Weber
Forecast
Insight

The calculated casualness of using desktop fonts captures a carefree yet deliberate aesthetic. This trend is a win-win: if it looks cool, it's impressive; if it doesn't, that's the point. When appropriate and done right, rejecting polished, commercialised iconography allows brands to reinforce their identity as authentic and approachable.

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: Unsplash

