

VERY  
INTERESTING



# WEEKLY TRENDS REPORT







# FOR YOUR INFO

THE WEBER FORECAST



## This week's dates & microtrends

### TikTok trends of the week

Going on a girls' trip? Ask your hairdresser for the [White Lotus bob](#).

Stop busking in the streets, do a [thrift store](#) performance instead.

### ICYMI

E.T go home. The [stranded astronauts](#) are finally back on Earth after 9 months.

[22 years later](#), a national anthem singer redeems herself.

### Phrase of the week

'[Spermocalypse](#)' Sperm quality is down and men are unaware of how their bodies work.

### Digi updates

TikTok's new [parental tools](#) include a wind-down feature and screen time controls.

[Social media surrogates](#) for NBA stars to reach their fans in China.

### What we're loving

The [SNES is running faster](#) as it ages. We can finally beat the WR for Donkey Kong Country.

The hidden journey of your [check-in bag](#). No wonder our collection of ceramic eggs all broke.

### Weekly dose of cute

The [orange owl](#), the [blobfish winning](#) fish of the year, rare [snow leopards](#) and the [penguin retirement home](#).

### Established trends

More and more are [choosing lab grown diamonds](#) for engagement rings. We were proposed to with a blade of grass, sorry but we're [not Lady Gaga!](#)

The nepo babies [carving a niche](#) on TikTok. As long as we can get [sassy Martin Scorsese](#), we don't mind them.

## On our radar



The Studio – 26 March



Lucy Dacus: Forever Is a Feeling – 28 March



Novocaine – 28 March  
Opus – 28 March

### Tea of the week

Teen girls cry out in unison as Snapchat removes [the half swipe](#).

### Insights of the week

Why are the [young people in Lithuania](#) so happy? Defiance against an uncertain world.

[Cats' health](#) is still a mystery to vets and experts. Wait they don't actually have 9 lives?!?!?

### Rising trends

The [ghosted generation](#), no one has [been rejected](#) more than Gen Z. Except for us...

[Silver foxes](#), so hot right now.

### The future

It's AI-proof, yet the [hairdressing profession](#) is struggling.

The obsession with [baby tech](#). Mothers deserve all the help they can get.

### Stat of the week

[Women's sport revenue](#) is predicted to reach \$2.35bn in 2025.

### Parody to watch

[Assassin's Creed](#) but Power Rangers? Sign us up!

TikTok: [@nicky.bomar](#)



TikTok: [@mrchrismcmillan](#)



@trailblazers

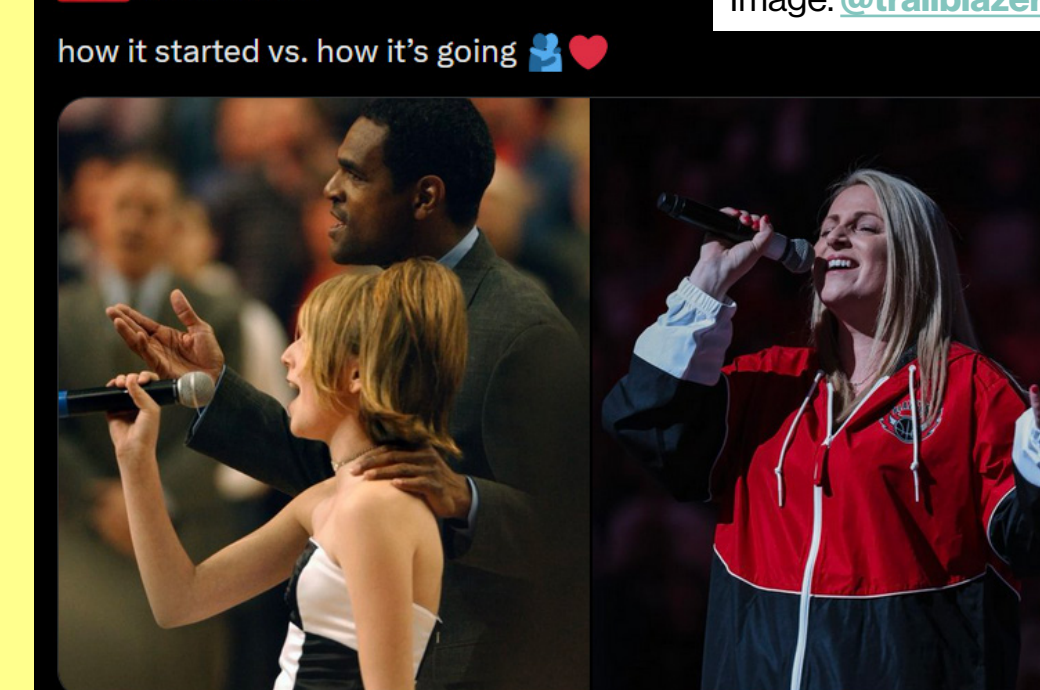


Image: [@trailblazers](#)

Image: [@exposingnaturethroughmylens](#)





# TREND TRACKING



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

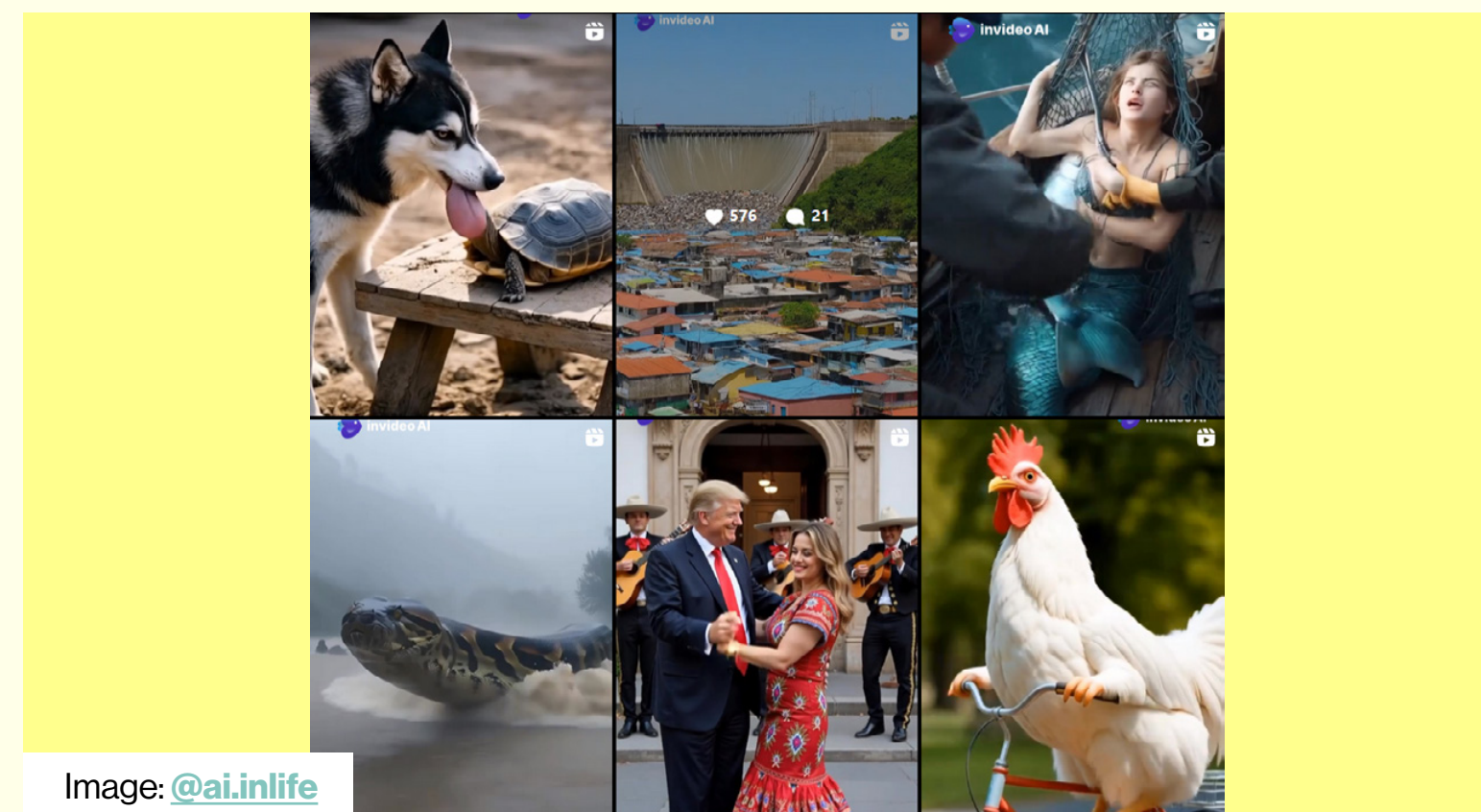
## Millennials are the blueprint



For years, millennials have been the collective internet punching bag for their 'uncool', cringe trends – case in point, [millennial burger joints](#) are the latest to be scorned. But not all Gen Z are pointing and laughing, some are looking back with [nostalgia](#) and even envy. While Gen Z have found millennial optimism and playfulness jarring, given that their adulthood has been shaped by [COVID](#) and political turmoil, [they admire millennials](#) who were fortunate enough to enjoy a time without incessant existential threats – an experience Gen Z has not yet had themselves. While still poking fun, trends like the [millennial walk](#) use music as a gateway into this era while tapping into much needed positivity...just don't make us use words like 'doggo'.

**Trend: Generational cringe**

## Sloppy and messy AI



Terrifying monsters, Trump dancing, [Jesus shrimp](#), and [cats at McDonalds](#). AI slop is overwhelming our social media feeds. These AI-generated videos get millions of views because they shock and disturb us, can be easily tailored to whatever is performing well on the platform or worse, trick the less intuitive into thinking it were real. The [whole strategy](#) is quantity over quality to drown out human-created content through sheer volume. Even companies like Activision are using AI slop to gauge interest in new games with [poorly generated images](#). Are we [becoming dumber](#) because of AI or will our intuition become a key skill in our day to day lives?

**Trend: The horror of it**

## Keep the watermark



With the ability to whip out the phone and take a hundred quick photos at a time, official photography has become a relic of the past. Noticed by a [LinkedIn user](#), Getty image watermarks have become a status symbol amongst influencers and are being used as a badge of honour to show the viewer that they are part of the elite few who get to participate in cultural moments with the watermark symbolising the monetary value of the photo. Another kind of status symbol is having a Wikipedia page. That's a whole other level. That's historical significance. There's a group of [photographers on a mission](#) to fix terrible Wikipedia pictures, many of which were taken by fans. Status symbols change all the time but for now we're going back to exclusivity and internet immortalisation.

**Trend: Quiet luxury**



This week's long read



# IT WAS ACCEPTABLE IN THE 80S

The revival of corporate opulence

A productivity boom has arrived, and it has today's youth in a chokehold. Growing up amid a turbulent economy naturally calls for an **obsession** with an era like the decade of decadence where freedom, affluence and workplace security were at its peak.

Dubbed as "**Boom Boom**" by Forecaster Sean Monahan, the aesthetic embraces the flashy glamour and social ranks of the 80s and early 90s. It's all about **looking like you've spent money** for the sake of it. Picture tailored suits, power ties and popping champagne while high-stake deals are closed on Wall Street.

This surprising fascination with 80s office culture is seeing the Boom Boom aesthetic experiment with workplace fashion. We've seen traditional attire reminiscent of 1980s yuppies - double-breasted suits **dominate the catwalk** at Paris Fashion Week,

something that The Times's fashion editor, Hannah Rodgers calls 'loadsamoney cosplay' (a term we will be using from now on). Meanwhile, **Office Siren** fits are getting **Gen Zs sacked** and a *Severance*-inspired aesthetic has emerged to see workers take 'office appropriate' outfits to new levels, characterised by dull **Lumon-approved** workwear.

Having missed out on traditional office experiences, Gen Z idolise the 80's Wall Street opulence of corner offices, high-energy workdays, and *American Psycho*-style lunches. This attraction contrasts the work-life balance **championed by millennials** and instead explores an escape into ambition and prosperity. Our timelines take us on Gen Z's **5-9s before their 9-5s** and timestamped video diaries let us know exactly what they're up to in the office, proving that this generation is striving to make their mark in the corporate world.



Can I Boom Boom? Falling for, and fretting over, the gilded and greedy new aesthetic.

Image: [The Cut](#)

## Weber Forecast Insight

Boom Boom aesthetic is predicted to go big this year and with Gen Z making up **25% of the workforce**, brands should explore ways to support this generation as they start out in their career and build their workplace identity. They're a generation desperate for stability and mentorship and are in it for the long haul with a risk of burn out if not supported properly.



# WANT TO KNOW WHAT ELSE IS ON THE HORIZON?

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## 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

