



# WEEKLY TRENDS REPORT



# THIS WEEK'S FORECAST




Micro trend

Macro trend

Icon Glossary

Difficult to action

Easy to action

 Brace face

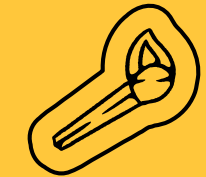
 Insular fandom

 Cinema knitters

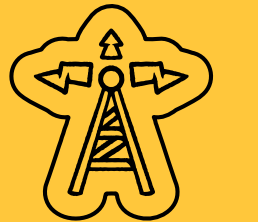
 Produce premium

 Karis Dadson

 Video game music



Trending



News you should know



On the up



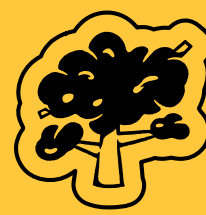
Cancelled



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

TikTokers are plotting to "**swarm**" YouTube Shorts to combat AI generated slop on the platform.

**Big snack bags** are an ick for Gen A.

### ICYMI

Facebook is making a **friends-only tab**. Not sure that's going to save it.

### Phrase of the week

"Shredenhams" – a **new skatepark** in the ill-fated UK department store.

### Digi update

You can now **find GeoGuessr** on Steam.

### Who we're loving

**Karis Dadson** – the pig handler with the internet's greatest stare.

The kids pushing **positive masculinity**.

### Weekly dose of cool

Prada unveiled a Wong Kar Wai-inspired **restaurant** in Shanghai.

### Established trends

The latest magazine to **return to print**: i-D!

**On the job content**. Specifically loving **@katfromfinance** (Is this all an elaborate ad for a brand?! Is she real?! Idc either way).

### Tea of the week

The week the **internet turned Studio Ghibli** and (arguably) creativity died.

### Insight of the week

The fascinating trend of **beard transplants**.

### Rising trends

**Cottage cheese** for person of the year.

**Video game soundtracks** at music festivals.

## On our radar



London Games Fest 2025 – 2-13 April



Djo: The CruX – 4 April



A Minecraft Movie – 4 April



Image: [@katfromfinance](#)

### The future

**Human kibble?** We tried dog food for a dare once and secretly kinda liked it.

### Stat of the week

The average American says they have 12 "**perfect**" days each year. Our perfect day starts with Aperol Spritz and ends with chicken nuggets.



Image: [@sardaukar1337](#)



Image: [@dadsonfarms](#)



# TREND TRACKING



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

## Insular fandom

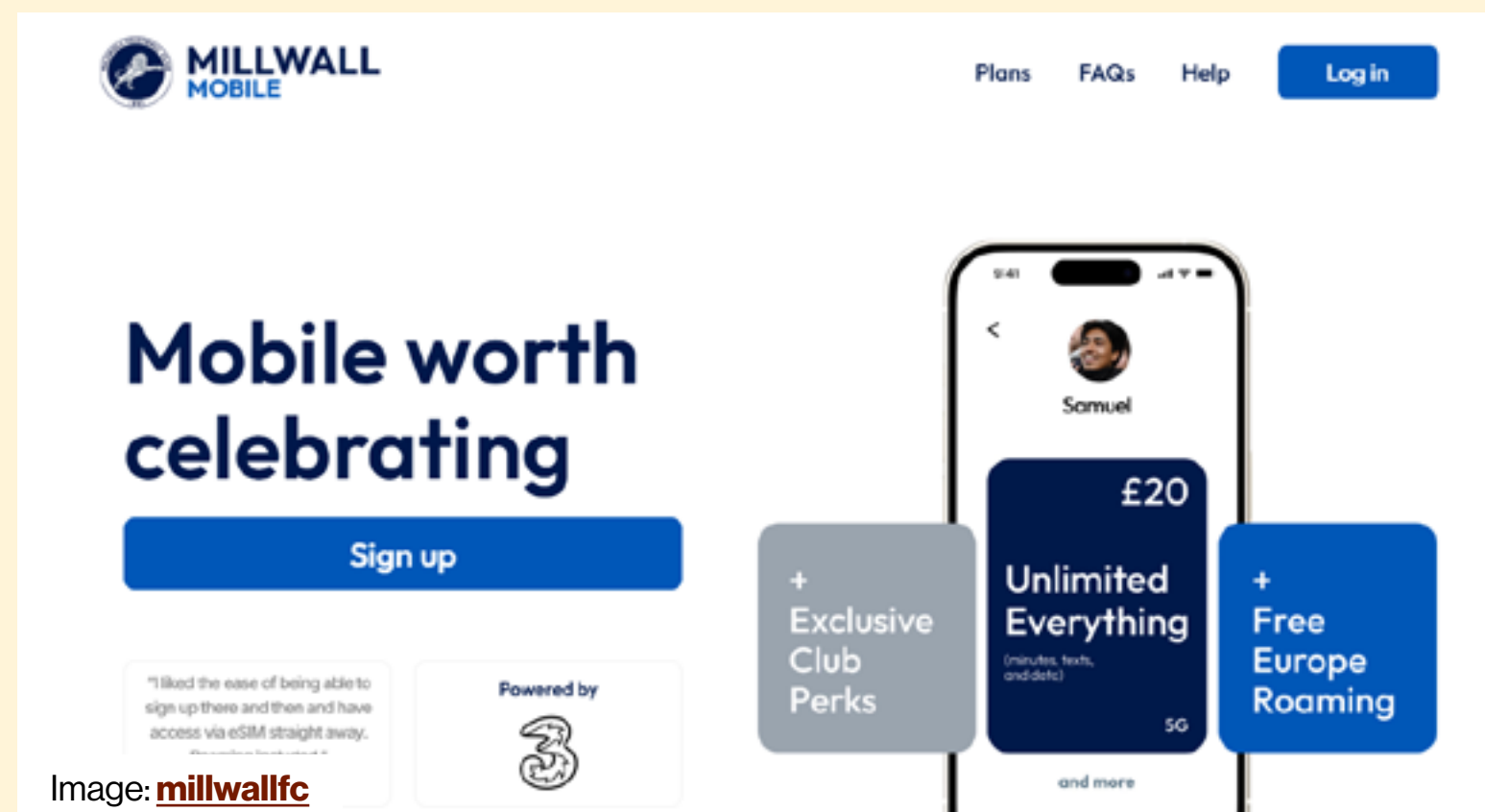


Image: [millwallfc](#)

Fans of UK football team Millwall FC are known for chanting “no one likes us, we don’t care”. In an attempt to harness this insular fandom, the club has now **launched a mobile network** for fans in partnership with shaka. It promises to provide users with exclusive treats and discount – but judging by the **confused reaction** from fans, it appears the club may have scored an own goal. While tapping into fandoms – especially one as dedicated as Millwall’s – is a strategic play, fans are quick off the mark to identify what is actually useful, and what is just a PR stunt. In this case, the “why” of the partnership is being questioned, with no clear reason as to why fans would need a dedicated network. Time will tell as more details emerge...

Trend: *The Brandom*

## Brace face



Image: [myorthodontist\\_taunton](#)

The 'Starface Effect' is rubbing off on another once “shameful” facial accessory – the train track brace. As reported in **WaPo**, an increasing number of orthodontists are noting growing demand for old school (dare we say it, nostalgic), metal braces. We can see the appeal. The personalisation through coloured rubber bands allows wearers to make a statement – and before you assume this is just for teens, it's actually women in their twenties and thirties fuelling the trend. As one adult wearer said: “They’re so endearing looking”. With oral care so expensive, flaunting that you can afford to be a brace face has become a new status symbol. While Invisalign is all about minimalism, the metal is brace is about not blending in and making a statement with your mouth jewellery.

Trend: *The Great Reframe*

## Spinning a yarn



Image: [fleurityourself](#)

Knitting and the cinema – why have we never combined these two hobbies before?! Luckily for us, knitting cinemagoers in the Nordics (of course) have **trailblazed a trend** that's taking off around the world. In Vienna, a sold-out theatre full of knitters and crocheters connect IRL every month over a cosy, easy watching film. One attendee said: “It is a bit ‘grannycore’, but I find it very calming and pleasant. Why not let out your inner granny?” A cinema chain in **South Korea** has also jumped on the trend, transforming the solitary hobby into a shared experience with the novelty factor that consumers so desire while tapping into interest-based socialising.

Trend: *The Soft Life*

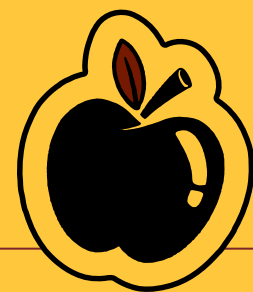


This week's long read



# PRODUCE PREMIUM

## Groceries? In this economy?



Food as a cultural signaler is nothing new. In the 18th-century, banquet paintings symbolised wealth and abundance. Today, the Erewhon smoothie graces us with its presence. With grocery prices soaring, it's no coincidence luxury brands are plating produce (we still think about Loewe's **heirloom tomato**, tbh). Call it the lipstick effect of our times – the brown bag is the new designer bag.

Like all great investigative journalism, the **produce-as-a-status-symbol** theory was re-surfaced on TikTok last year and is only picking up steam in 2025. Exhibit A: **Fila x Hailey Bieber** dropped an ad campaign featuring produce casually tossed on the floor – maybe only the ultra-rich can afford food waste now? **The Ordinary's \$3 eggs** in NYC sent the internet sideways and brands were quick to **spoof the \$19 strawberry** for April Fools.

And we'd be remiss not to mention how this trend is gaining momentum alongside culture's renewed fixation with thinness, brought to you by Ozempic™, turning food into something aspirational – rather than edible. At least, we can count on Gen Z's self-deprecating humour to turn a full fridge into the **new pipe dream meme** – commenting on the absurdity that the staples now feel like a flex. Meanwhile, we'll be mood boarding Farmers Market aesthetics for the (un)foreseeable future, thank you for asking.

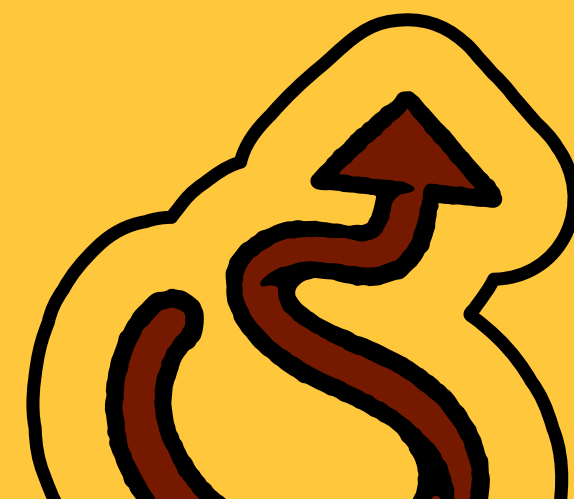


Image: [@haileybieber](#)



Image: [theordinary](#)

BEAUTY  
**The Ordinary Is Selling ... Eggs?**  
By Asia Milla Ware, beauty editor at The Cut

Image: [The Cut](#)



Image: [It's Nice That](#)



Image: [@shawntifying](#)

## Weber Forecast Insight

Word on the street is that food reporters are over gimmicky merch from brands. Consumers want solutions that make their lives easier. For all of us on F&B accounts, maybe it's time to swap stunts for substance.



# 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.

