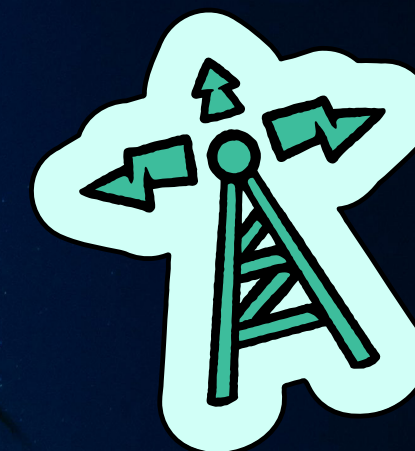


WEEKLY TRENDS REPORT

Friday 16 May 2025

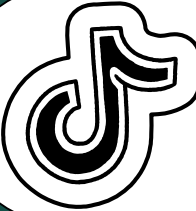
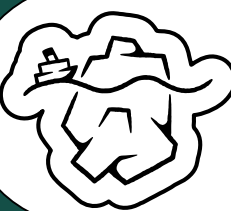
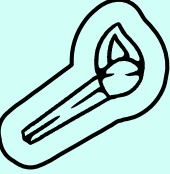
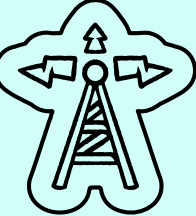
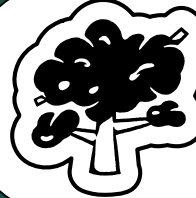




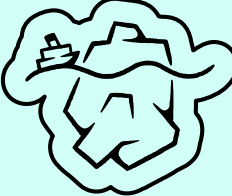





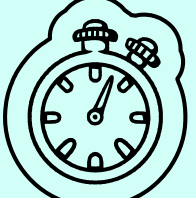


Pictured: Pexels



THIS WEEK'S FORECAST



| Micro trend | | Macro trend | | Icon Glossary | |
|---------------------|--|--|---|---|--|
| Difficult to action |  Zendaya hat theory |  Lollywood | |  Trending |  News you should know |
| |  Virtual weddings | |  AI yes men |  On the up |  Cancelled |
| Easy to action | | |  From fake real to real fake |  It's gonna be big |  That's the tea |
| | |  The Crunchy Teen | |  Sustainability |  Consumer habit |
| | | | |  TikTok trend |  Be quick |

FOR YOUR INFO



This week's dates & microtrends

TikTok trends

Don't forget to smile! The [Zendaya Hat Theory](#).

Up your feeds with the [kitty shadow pose](#).

ICYMI

The Truth. [Paul Pierce walked 20 miles](#) in his bathrobe after losing his bet.

Too hot for a *Frozen* land. Disney announces [first theme park](#) in 15 years in Abu Dhabi.

Phrase of the week

“[The Crunchy Teen](#)”: young social media influencers who promote alternative health and wellness.

Digi updates

Chronically online incarnate. The woman who [streamed her life](#) 24/7 for the last 3 years.

[Examining the impact](#) of smartphone bans at school a year later.

What we're loving

Chivalry ain't dead yet. Fighting in the octagon with [full medieval armour and weapons](#).

Vote for the honk. [Going on a road trip](#) from the comfort of your home and with 1000 other people.

Rising trends

Dressing like a rich aunt. [Estate sale shopping](#) is the next big thing.

Tradwives are [escaping patriarchy](#) with the help of one another and social media.

Established trend

Throw a tank top on and get yoked, [Protein Chic](#) is in. But avoid [going too far right](#).

Tea of the week

Sam Altman's [olive oil shaming](#) and everyone thought [Elmo got laid off](#).

On our radar



Mission: Impossible:
The Final Reckoning – 21 May
Lilo & Stich – 23 May



Lana Del Rey: The right
Person will stay – 21 May

Weekly doses of cats

Sorry, cats only this week. Cat wheel [gone rogue](#), [Labubu opening](#) with granny, and just a [cosy baby](#).

Insights of the week

The invasion of the [West Village girl](#). How influencers gentrified a neighbourhood in NYC.

Cryptic Insta stories and Snapchat streaks, the rules of dating as a [teen are weird](#). While young adults are doing everything to [avoid being cringe](#).

The future

Grab a blow torch. Companies are [targeting high school juniors](#) in shop class with \$70,000 a year offers.

Reason #215 that robots will take over the world. A robot with [a sense of touch](#) was created.

Stat of the week

No joke, cancel all your PR plans for May 2026, GTA VI's second trailer was viewed [475 million times](#) in 24 hours.

One to watch

Lollywood. London is becoming [the next Hollywood](#) for film and TV productions.



Image: [@cindyin00](#)



Image: [@withpyaari](#)

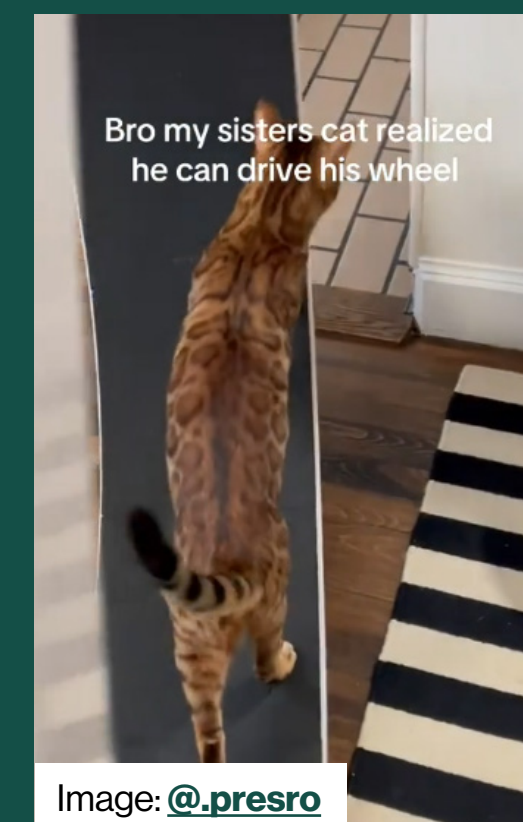


Image: [@.presro](#)



Image: [@tpwkienna](#)

TREND TRACKING



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

Virtual weddings



Image: [@talyuli](#)

Real weddings are too expensive and time consuming, leading some couples to tie the knot in **online platforms** like Minecraft, Roblox, VRChat and Discord instead. Going digital allows for total customisation (imagine having multiple outfit changes!) as well as no need for guests to travel. Wedding planning companies like Wedfuly are already offering digital packages, and savvy creators are getting ahead of the trend by offering bespoke venue creation. As more couples meet in online forums, it's a trend we predict will continue to grow.

Trend: Modern love

AI yes men

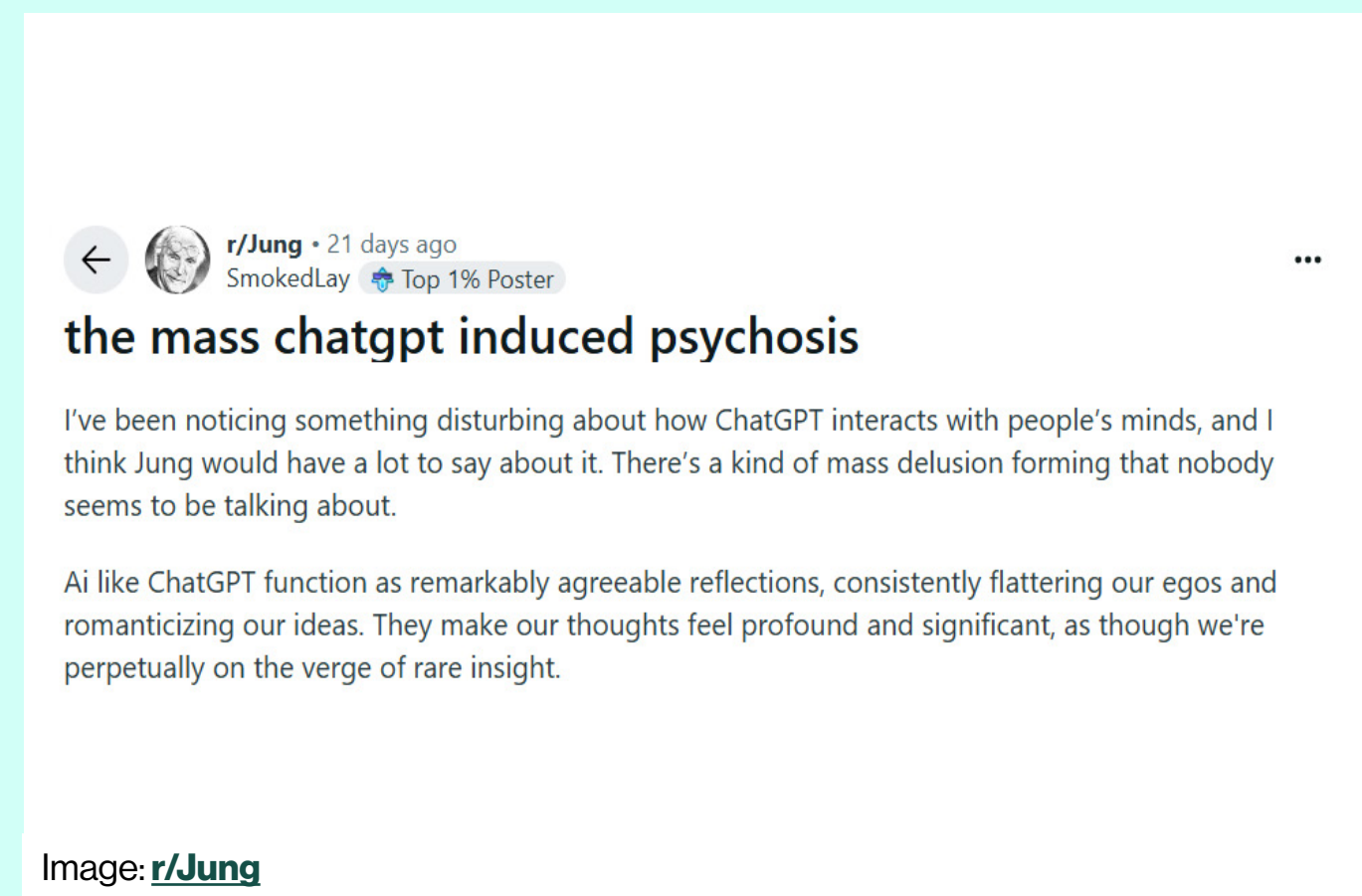


Image: [r/Jung](#)

Just last week, we spoke about how people are leaning on AI for life guidance and support, as chatbots adopt kinder, more human personalities. If Mark Zuckerberg **gets his way**, all our support group will soon be AI-fied! However, a more sinister side is becoming apparent – the impact of AI ‘yes men’. Rolling Stone **reported** that ChatGPT can give people empty praise and even lead them down a rabbit hole to delusions of religious grandeur - and they aren't alone. A Reddit user **posted** a concern in a thread titled “Is ChatGPT feeding your delusions?”, with hundreds of users quick to comment agreement. While most people can discern between real and automated praise, in a world of conspiracies and echo chambers, it has potential to feed egos and create real harm.

Trend: Pray-I

Financial nihilism



Image: [@sarahebaus](#)

Although more financially insecure than older generations, Gen Z are saying **yes to subscriptions**, eagerly awaiting little treats delivered straight to their doorsteps every month. Among the top categories for those 18-25 are AI skincare, “fancy” cheese, flavoured oat milk and houseplants. It's adding up. According to Visa, Gen Z spend £305 a month on average - triple that of older generations. Because the money is spread out, it feels like less of an expense. More broadly, younger people are being seen as **a financially nihilistic generation**, not taking money as seriously and investing in joke stock like meme coins and wagering online sports bets.

Trend: Live, laugh, debt



POST-AUTHENTICITY & THE DESIRE FOR FICTION

today I want to talk about post
authenticity and the desire for
fiction

Image: [@eugbrandstrat](#)

Why escapism is the new marketing currency

As consumers tire of forced relatability, brands are embracing fantasy,
spectacle and world-building to captivate audiences.

BY AMY FRANCOMBE
March 19, 2025

Image: [Vogue Business](#)



Image: [@ritzcarlton](#)



Image: [r/changemyview](#)

Weber Forecast Insight

In 2025, a rise of cinematic content with higher production value is your ticket to the winner's circle. Storytelling techniques are scroll stoppers – craft content that expands your brand universe. And before defaulting to the irreverent anti-brand brand voice, consider if you're adding to the conversation or just parroting the noise.

This week's long read



FROM FAKE REAL TO REAL FAKE

Your content just got a director's chair

Just us or is getting real starting to feel like an act? Our feeds are full of intentional scrappiness – content crafted to look casual but curated down to the last blurry frame.

For years, authenticity ruled the marketing playbook. But with every brand cosplaying as your chronically online cousin, it's becoming formulaic. "It's giving quirky intern" infiltrated our comment sections. We hit **peak paparazzi-style campaigns**. And Reddit threads are fed up with major corporations calling us *babes*.

So, what's next? Less reality, more make-believe. Serve us a spectacle. Surreal creativity. Aesthetic maximalism. Skits and arcs. A world we can step into that isn't our own. Because who wants "real" when real

life looks like, well, 2025? We're **looking for escapism** and still romanticising everyday moments – leaning into cinematic content is the relief au jour.

Take the cool kid brand **Late Checkout's** distinct hotel aesthetic, partnering with the Ritz-Carlton for short films. Or the **Brooklyn Coffee Shop** swapping out the TikTok-trend-of-the-week for hyperlocal humor. Or **Jacquemus** – always ahead of the curve – blending lo-fi and hi-fi for their signature style. Welcome to the post-authentic era. Reality is overrated anyway.



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

