

WEEKLY TRENDS REPORT

THIS WEEK'S FORECAST



FOR YOUR INFO

This week's dates & microtrends



TikTok trends of the week

Cutting wood. **Thirst trapping** in National Parks. Don't forget to say **good night** to your bros.

ICYMI

Rihanna **drops a track** after 9 years, unfortunately it's a *Smurfs* tie-in. MAX decides to return to its HBO Max name and uses **memes** and **star power** for the announcement.

Phrase of the week

'Everything is coded'. The polarising political climate is causing everything to be coded either left leaning or right leaning.

Digi updates

RIP 'I'm feeling lucky', Google is testing **AI mode** as a replacement. You can now buy **physical products from Roblox** and get the digital version to match. Twins!!

Tea of the week

University professors are using AI and students aren't happy. Meanwhile **public schools** weren't ready for the influx of ChatGPT.

What we're loving

NFL teams released fun season schedule videos, our favourites: **90's action figures**, **Minecraft** and **ATL kart**. Go for a hike in honour of **Outdoor Boys**, as he quits YouTube after the channel becomes too popular.

Established trend

Going against the flow. The **silent book club** and the **running group haters**. **Quitting Zyns** with the help of online bros. Keep it up bud.

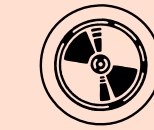
Insights of the week

The reports that Gen Z don't read are out of proportion, they're finding **new ways to 'read'**. Young entrepreneurs are shelling out **thousands for dating coaches** in effort to get the perfect partner.

On our radar



The Phoenician Scheme – 23 May
Karate Kid: Legends – 30 May



Miley Cyrus: Something Beautiful – 30 May

Weekly doses of cute

Embarrassed cat, **blind dog** and Mummy Pig **gave birth**.

Rising trends

The next step in wellness? **Feminine hygiene**. Summer fit of 2025? **Temporary tattoos** and **football boots**.

The future

Yoda is looking a little different, the *Star Wars* **AI special effects showcase**. Get ready to see *Harry Potter* in ED pill ads. Warner Bros. are creating the **'WBD Storyverse'**, commercials using their IP.

Stat of the week

Ronaldo makes an eye watering \$275M as he tops the **highest-paid athletes** list. Rise of the themed dress. Mardi Gras dress searches have **increased 4,278%** in the last three months.

Ones to watch

Amazing World of Gumball is making a return after 7 years and **Sesame Street** has been saved.

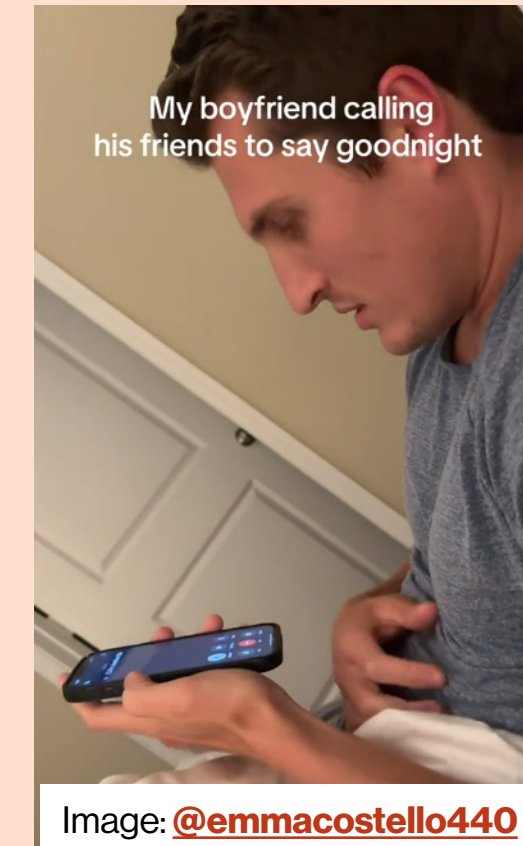


Image: [@emmacostello440](#)



Image: [@seahawks](#)

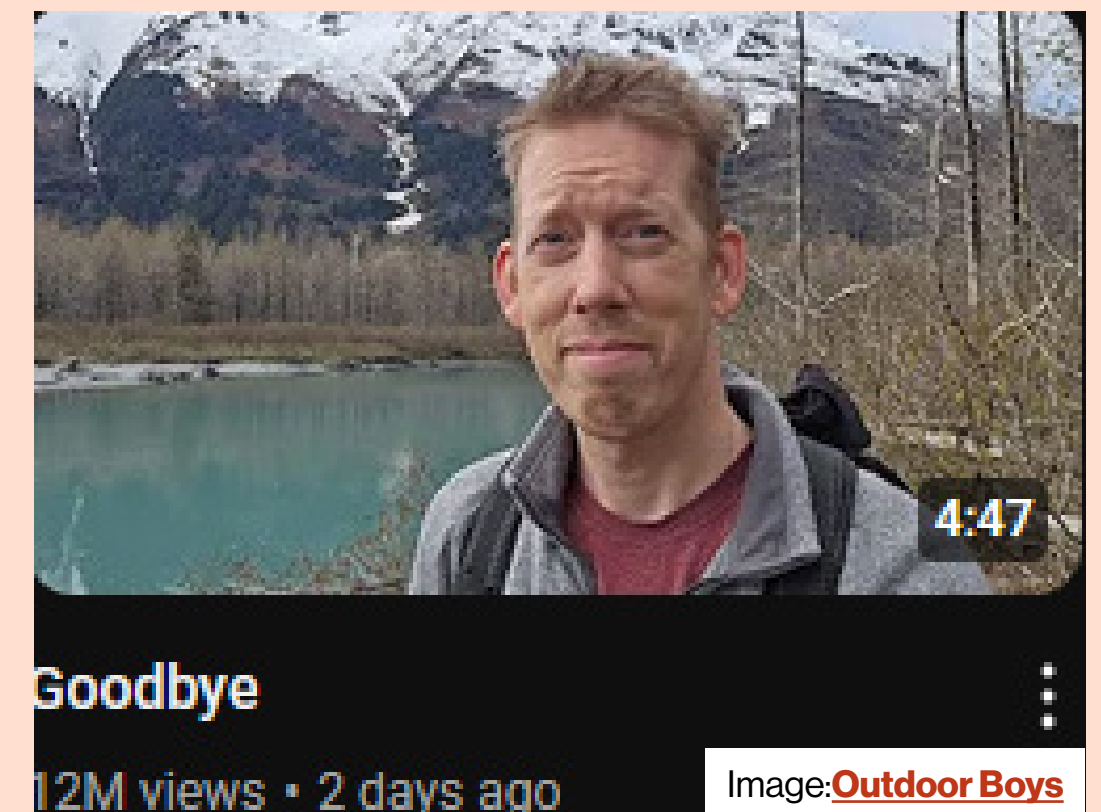


Image: [Outdoor Boys](#)



Image: [Hulu](#)

TREND TRACKING



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

High-fidelity culture



What started as subtle displays of intelligence or cultural capital (think library totes or IYKYK slogan tees) has exploded into what's been dubbed high-fidelity culture. We spoke about how trying hard is back in a recent forecast, and brands are catching up. A [recent thread](#) highlighted how events like [AELIZA's Book for A Bomber Exchange](#) are thriving, turning intellect into a currency and making smart (or being perceived as smart), cool. SSENSE's piece on "[the new esoteric](#)" also nods to the trend. In a world full of passive consumption, events that challenge the consumer are resonating.

Trend: At your inconvenience

Eating up the rich



Posh is back. After a spate of eat the rich content dominating screens, we're now lapping up the aspirational lives of the super-affluent instead. As one TikTokker said; "in times of national economic woe...nothing seems to comfort quite like the toff". Burberry's [recent partnership](#) with Highgrove Gardens, which surrounds the private residence of the King, speaks to the desire for escapism, old money and an enduring fascination with British charm. The [Old Money Aesthetic](#) is set to dominate summer styles, [Work From Yacht](#) content is trending and the upcoming [Rivals S2](#) is a return of all-out debauchery.

Trend: Eat the rich

High end is cleaning up

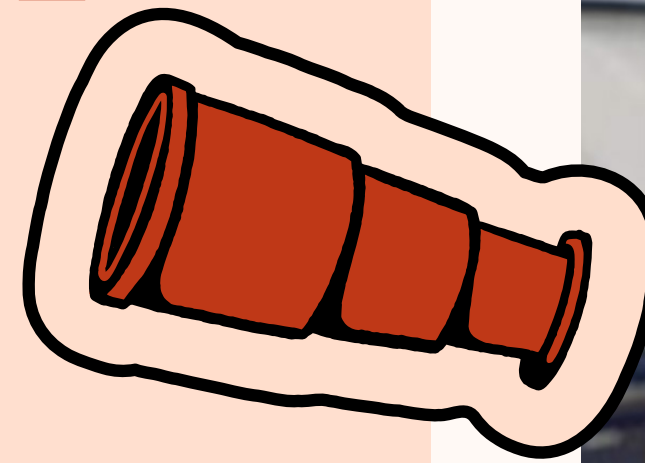


The latest high-low move sees luxury brands come for our traditionally unglamorous cleaning products. [Diptyque's La Drogerie](#) collection includes a \$46 fig and cedarwood multi-surface spray. And what about a [fabric conditioner](#) made by the house behind Baccarat Rouge 540, just \$50+ a bottle? On the slightly lesser but still boujee end of the scale are [Rituals' car wipes](#) at £9, catering to a growing number of drivers who see their vehicles as [personal wellness retreats](#) from the outside world. Personally, we're fans of splashing out on Aesop once then forever refilling the bottle with Aldi's Lacura.

Trend: High-low culture

MONEY, MONEY, MONEY – MUST BE FUNNY

(That's a recession indicator)

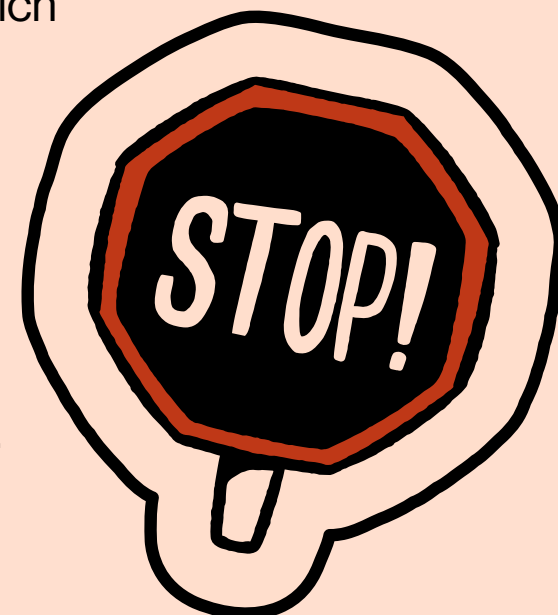


Social media is buzzing with people reporting absurd 'recession indicator'. Despite not being in full-blown recession – the vibes say otherwise!

We're seeing a blend of humour with genuine economic anxiety as people speculate on increasingly strange signs of economic downturn, such as **knee-high converse** making a comeback, **Lady Gaga** being back in the charts and premium burger chains introducing **combo meals** for the first time. Ed Sheeran himself even **commented on a post** saying he was cool again that that was a 'recession indicator'. Consider it a collective coping mechanism – if we don't laugh, we'll cry right?!

But the conversation isn't all of the silly variety, like all good jokes this trend hits on a grain of truth. We are seeing a lot of softer signs of recession, which have always been a good litmus test when it comes to how consumers are feeling. (Hem lines, men's underwear and lipstick have been famously used in the past)

In fashion, there is a move towards clothing that is simple and multifunctional – **termed 'recession core'**.

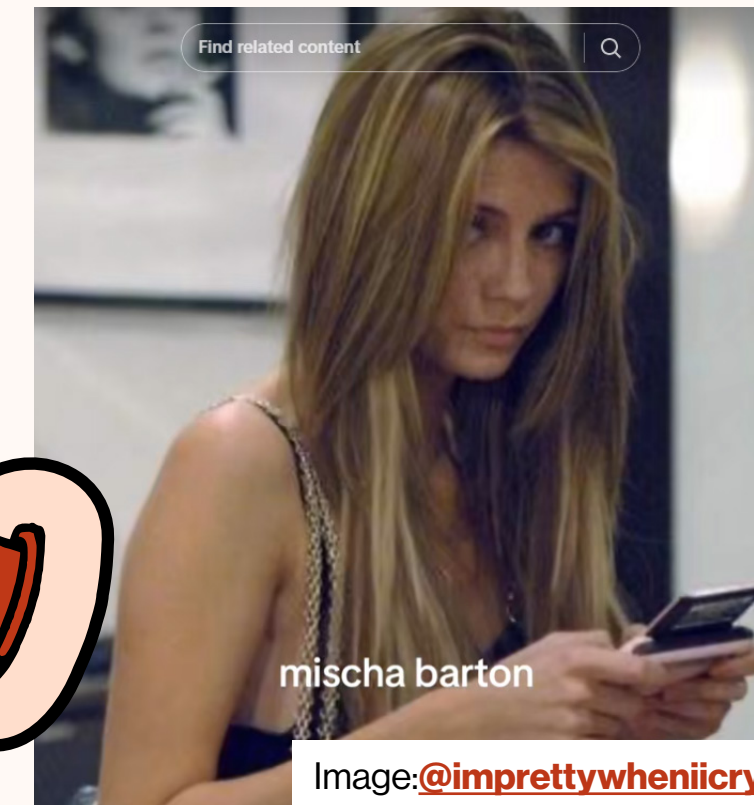


And **Vinted** the pre-loved fashion retailer is experiencing exponential growth.

When it comes to food – users are sharing their **recession proof meal plans** and noting displays of **canned goods** in the supermarket as – you guessed it – recession indicators.

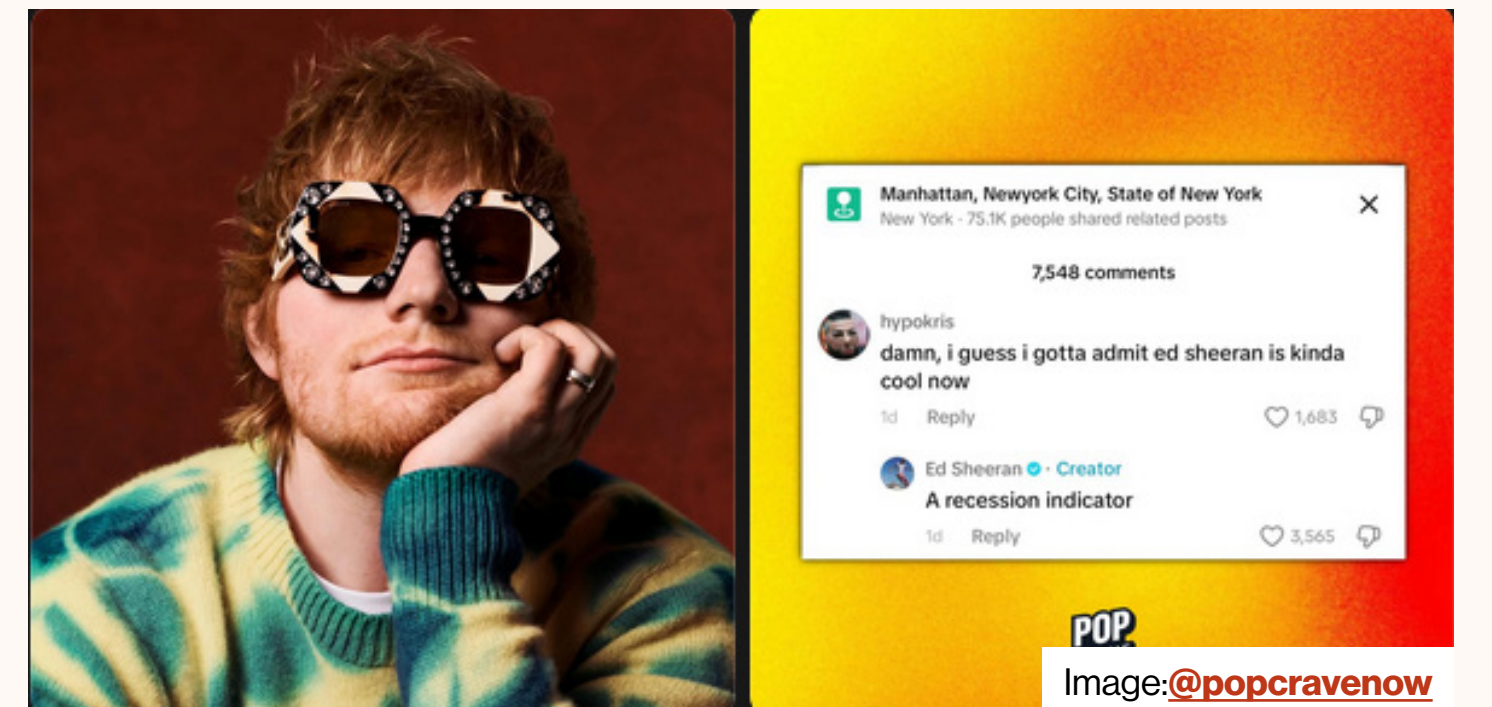
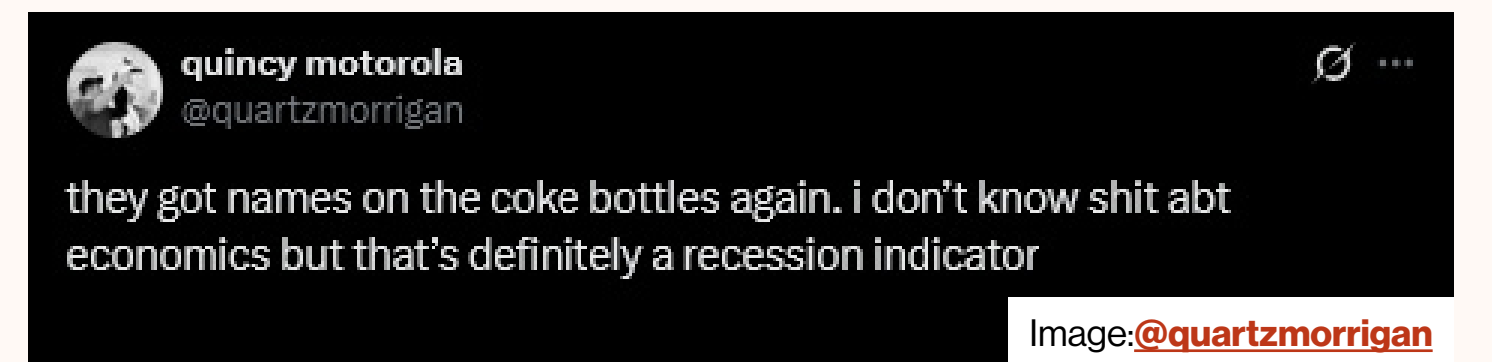
Hair care that is lower maintenance is also taking off as we're fully embracing '**recession blonde**' (as seen on the **Olsen twins** and **Mischa Barton** in the late 2000's).

The signs really are cropping up everywhere, but whether or not you believe that we're in for a repeat of 2008, the way we are dealing with this collective anxiety with meme-fuelled meta-modern humour is very distinctly 2025.



On social media, everything from Lady Gaga to knee-high Converse sneakers is a 'recession indicator'

Image: [CNN](#)



Weber Forecast Insight

Unlike 2008, today our collective anxieties are out in the world for all to see. Brands that are paying attention can help to ease anxieties and make frugal living easier without the doom and gloom.

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

