

# WEEKLY TRENDS REPORT



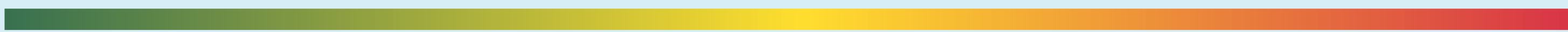
# THIS WEEK'S FORECAST



Micro trend

Macro trend

Icon Glossary



Difficult to action

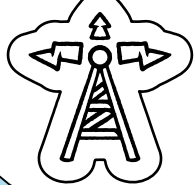
Easy to action

 The dumb house

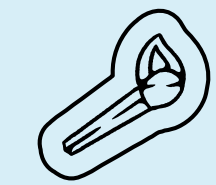
 Algatha Christie

 Mirror, mirror, on my screen

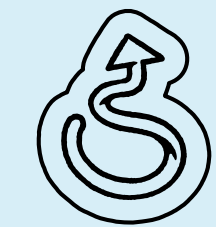
 Fantasy pope league

 Gen Alpha's dream jobs

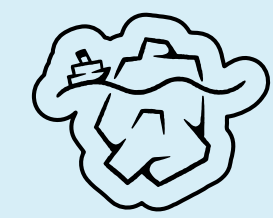
 Goodbye, big water



Trending



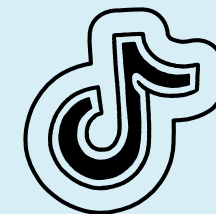
On the up



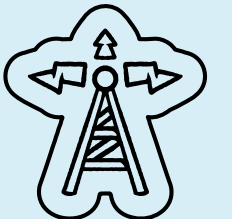
It's gonna be big



Sustainability



TikTok trend



News you should know



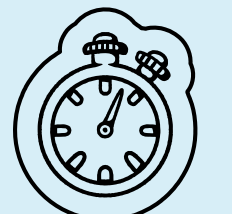
Cancelled



That's the tea



Consumer habit



Be quick

# FOR YOUR INFO



## This week's dates & microtrends

### TikTok trends

The [Fantasy Pope League](#). Go back in time and bet on the winner. Maybe you'll become as rich as the church.

Please don't try the [caveman skincare routine](#), unless you hunt mammoths.

### ICYMI

The [fifth annual Seagull Imitation Championship](#). We got kicked out for stealing food from the bins.

[The Gruffalo](#) is making a comeback after 20 years. Fingers crossed he's even uglier.

### Digi updates

Finding love online with the help of [a cyber matchmaker](#) streamed to thousands.

Buying it from the chat box. The rise of AI-powered assisted shopping, from [credit cards](#) to [OpenAI](#).

### What we're loving

Who else can release [a surprise piano album](#) while wearing a piano and [not knowing how to play it](#)?

From wearing ham to pop royalty. [Lady Gaga's free concert](#) in Rio De Janeiro hit 2.5 million attendees.

### Phrase of the week

["25 is the new 21"](#) There's less urgency to do 'adulging' as taking it slow has become the norm for young adults.

### Tea of the week

Gen Z are increasingly unable to tell fact from fiction as they are dubbed the ['most gullible gen'](#).

### Established trends

In an age of fast fashion fatigue, [Japanese selvedge denim](#) has re-emerged as a youth culture essential.

[Generic grocery brands](#) are going toe to toe with big brands in quality but are losing their affordability.

### Insights of the week

Gettin' the job done. [Brides are using Ozempic](#) in advance of their weddings.

The perfect employee? [North Korean's](#) are secretly joining tech companies.

### Weekly doses of cute

The [pharmacy doll](#) and [walking past your dog](#).

## On our radar



Final Destination: Bloodlines – 14 May  
Hurry Up Tomorrow – 16 May



DOOM: the Dark Ages – 15 May



Aminé: 13 Months of Sunshine – 16 May

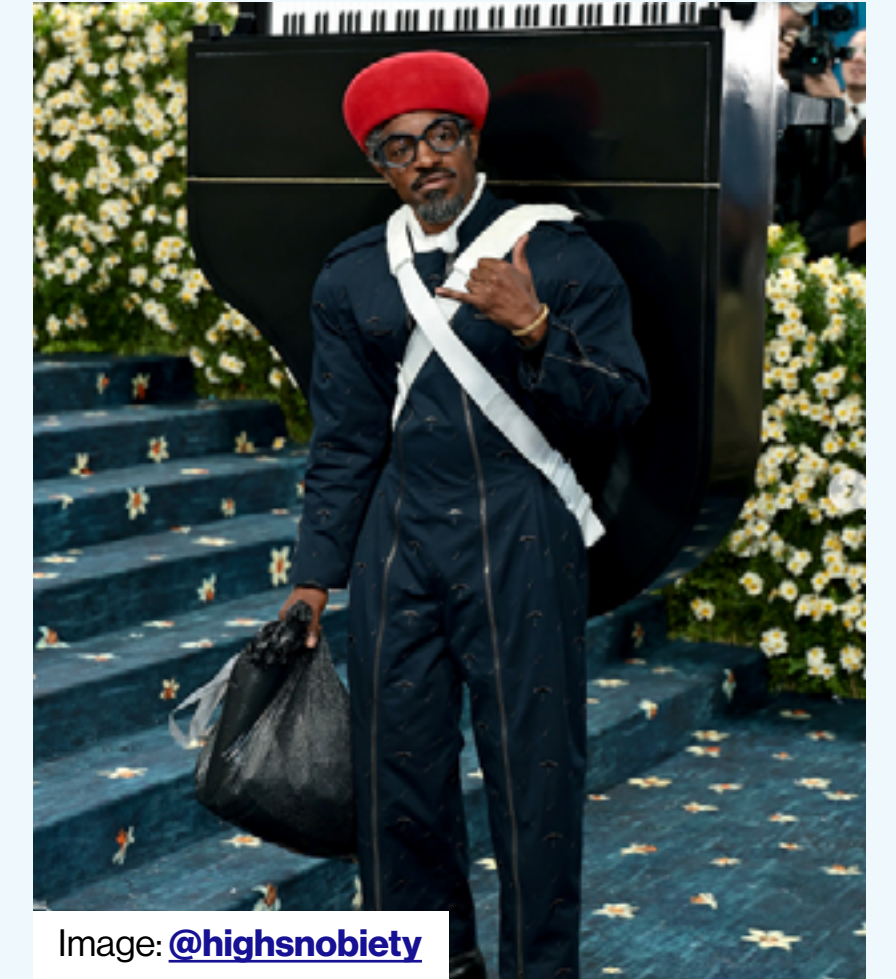


Image: [@highsnobiety](#)

### Rising trends

For the thrill of it. Join a [celebrity run club](#) or join a cross-fitness [competition with guns](#).

[Online hustlers](#) are taking advantage of the lost youth and are pulling them out of higher education.

### The future

Two steps ahead. Walmart is [releasing products](#) as they become viral with the help of AI.

The wrong type of fantasy. The [fantasy box office betting](#) app.

### Stats of the week

32% of [12-15-year-olds](#) chose YouTube as their dream job and 21% want to be a TikToker. Thanks, Mr Beast...

UK ranked [20<sup>th</sup> out of 22](#) for 'human flourishing'. UK more like U OK?

### The brand to watch

Loewe ranked as [Q1's hottest brand](#) and Kendrick Lamar's flares drove a 412% increase in searches.



Image: [@crabsticksontoast](#)

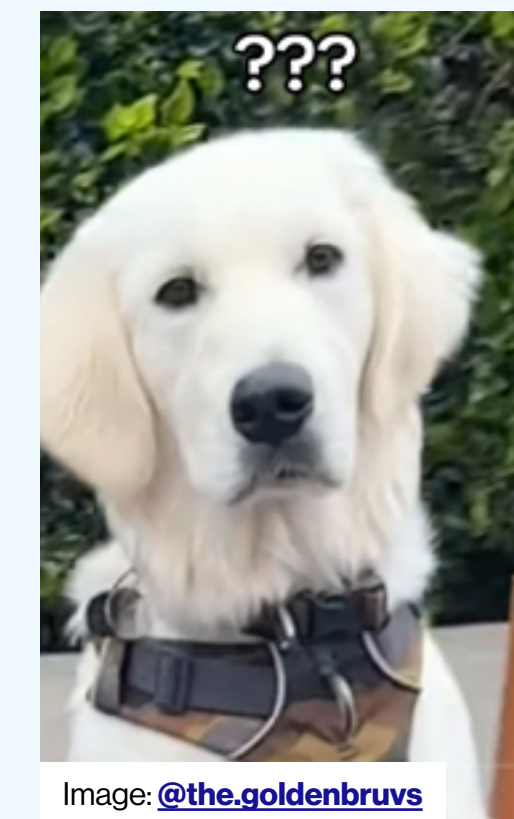


Image: [@the.goldenbruv](#)

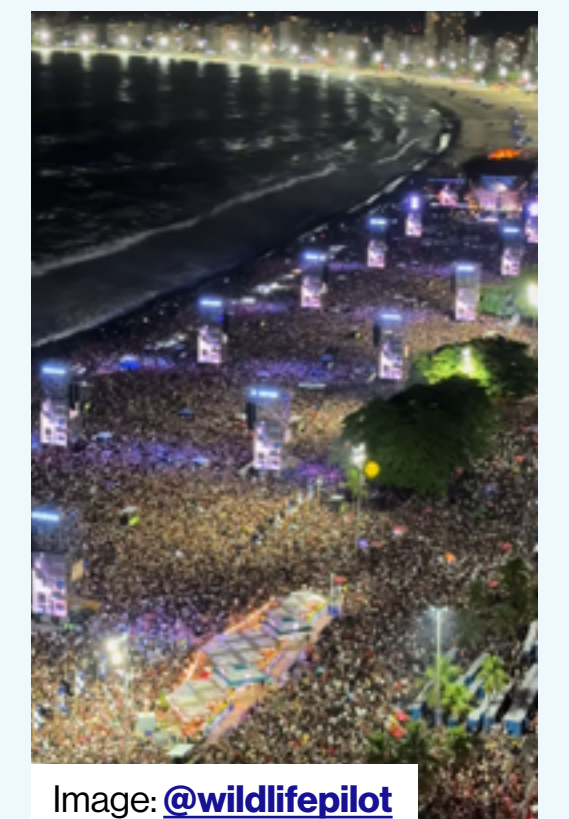


Image: [@wildlifepilot](#)

# TREND TRACKING



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

## Agatha Christie



Image: [@bbcmaestro](#)

BBC Studios has unveiled a deepfake of the iconic crime writer [Agatha Christie](#) as part of its educational BBC Maestro series. Using an actress along with images of the author, the deepfake Christie will be used for educational rather than entertainment purposes, with the studio hoping to capture and keep attention with the new AI format. We've already seen AI turn course material into podcasts, so this is a logical next step in making education more interactive. According to Deadline, "the BBC Maestro course is the first of its kind and will guide students through Christie's technique and works."

**Trend: Educ-AI-tion**

## Goodbye, Big Water



Image: [@hydroflask](#)

Put down the oversized water bottle. Teen girls have [officially declared](#) that Stanley Cups are the no.2 fashion "trend on its way out". We're now welcoming in the era of micro water, with bottles that are much more practical for lugging around becoming more popular. Hydro Flask's [micro bottle](#) has been selling out all year, with customers filling it with coffee, matcha and alcohol as well as plain old water – and praising the fact it can be stored in jacket or jean pockets. Some people said that "the bottles are more in line with how people outside the US carry drinks".

**Trend: Gen Z status symbols**

## The Dumb House



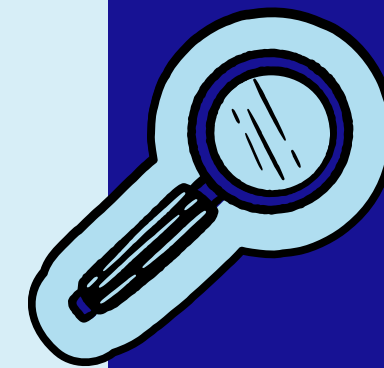
Image: [Pexels](#)

First came the dumb phone, which helped us untether ourselves from our tech and rediscover the luxury of being uncontactable. Now, a new trend is growing that goes even further: [the dumb house](#). Tech-free homes are the latest lux status symbol, with interior designer Jamie Bush saying; "Just like the arts-and-crafts movement was a reaction against industrialization, we're now experiencing a reaction against the smart home", as buyers seek self-sufficient sanctuaries away from tech-driven lifestyles. UK-based interior design companies have seen demand rise for tactile features like light switches that click or turn, or back-to-basics designs like outdoor showers.

**Trend: The new luddites**

# MIRROR, MIRROR, ON MY SCREEN

Who is the truest self I've seen?



In our world of constant self-reflection and discovery, stumbling upon fragments of ourselves amid the chaos can feel magical, especially in the digital realm. Hence why finding our digital twins has become an exciting pastime. We're talking [celeb lookalike contests](#), the era of the doppelgänger, endless scrolling to find exact [drawings of ourselves](#), and trading "that's so me" memes in group chats.

*Mickey 17's* playful take on morality along with *Severance's* innie vs outie showdown raised some [seriously existential questions](#) about the ethics of dividing our identity. Yet, we remain obsessed with the idea of who we could be in a parallel world.

Then there's the world of alter egos which serve as a manifestation of our own alternative identities. The pioneers - like the haunting portrait in *The Picture of Dorian Gray* and our personal favourites, Beyoncé's Sasha Fierce and the pop icon Hannah Montana -

set the benchmark for today's takes on duality. Even the Kardashian-Jenner empire dabbles in this world, with [Keely Jenner](#) making an appearance every now and then.

In the music industry, Bowie's otherworldly Ziggy Stardust persona set the stage for using alter egos to explore different facets of artistry, and now, Blackpink's LISA has taken on [five distinct personalities](#) in her latest album. It goes beyond performance and instead invites audiences to see their worlds from a different perspective.

It doesn't stop there. Social media and gaming have provided new avenues for creating these alternate lives. Virtual influencers and characters like [Lil Miquela](#) are blurring the boundaries between reality and fiction and engaging audiences with their interactive storytelling.



## How to Tell This Year's Doppelgängers, Evil Twins, and Alter Egos Apart

Image: [Vulture](#)



Image: [@mickey17](#)

## Weber Forecast Insight

As society increasingly values authenticity, self-expression, and exploration of identity, alter egos allow creators and audiences to look at different aspects of their personality. This exploration can resonate with audiences seeking to understand their own identities while also connecting with a community that shares traits.

# 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:** Pexels

