

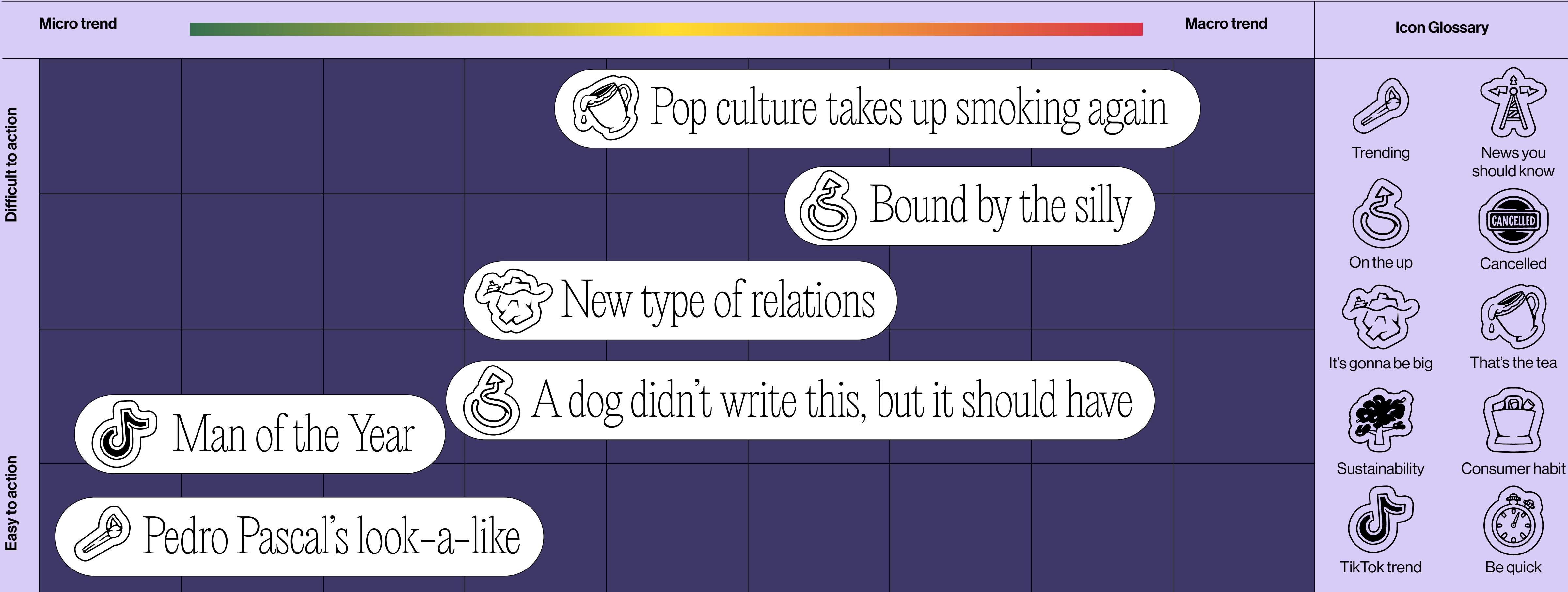
WEEKLY TRENDS REPORT

Friday 20 June 2025



Pictured: Unsplash

THIS WEEK'S FORECAST



FOR YOUR INFO



This week's dates & microtrends

TikTok trends

The **'Sinking Town' trend**, animating your favourite characters' trauma.

Ke\$ha summer, the **'your love is my drug'** duo videos.

ICYMI

The first official screening since 1977 of the original **unaltered version of *Star Wars***. Jabba the Hutt **used to be Irish???**

Trauma dumping with Lorde. Let's hear it for the **'Man of the Year'**.

Phrase of the week

"Pop culture takes up smoking again". The bad habit is making a comeback in all things cool.

Tea of the week

Sabrina Carpenter's upcoming album cover is **creating discourse online** for its imagery but **lands #1**.

Digi updates

Got a gripe with Klarna? Call the **AI version of the CEO**.

Social media has become **a weapon against activism** and there's nowhere to turn as **Bluesky didn't pop off**.

What we're loving

Pick your indie film darling, **A24 Vs Neon Vs Mubi**.

For Daddy's day, the **Pedro Pascal look-a-like competition**.

Rising trends

Not the forecasting we're doing. **The storm streamers** predicting extreme weather faster and better than official sources.

Go touch grass. The call for **banning 'No Ball Games'** signs to reclaim spaces for kids to play.

Weekly doses of cute

Windy dog, **boyfriend applications** and **DJ cat**.

On our radar



F1 – 25 June
M3GAN 2.0 – 27 June



Death Stranding 2 – 26 June



Lorde: Virgin – 27 June



The Bear season 4 – 26 June
Squid Game season 3 – 27 June

Established trends

Fashion catalogues big comeback thanks to nostalgia and myth building.

Do **viral pastries actually taste good**? Waiting hours for a soggy bottom is only fun at night.

Insights of the week

The revolution will not be televised. The **advertising cultural war** happening on our screens.

Western fashion brands are trying to **rebrand and appropriate** South Asian fashion.

The future

Saying goodbye with a little help. **Writing obituaries with AI**.

An **experimental dating app** that uses browser history to match singles. Our history is riddled with plumbing hacks, bean recipes and *Twilight* fan fics.

Stats of the week

The Zuck empire. Facebook remains the most used social media platform with **2.11 billion** monthly users with Instagram following with 1.54 billion.

Only one in four Gen Z are committed to their jobs as their expectations of their career don't align with reality.

One to watch

The first foray into AI powered products as **Mattel and OpenAI partner** up.

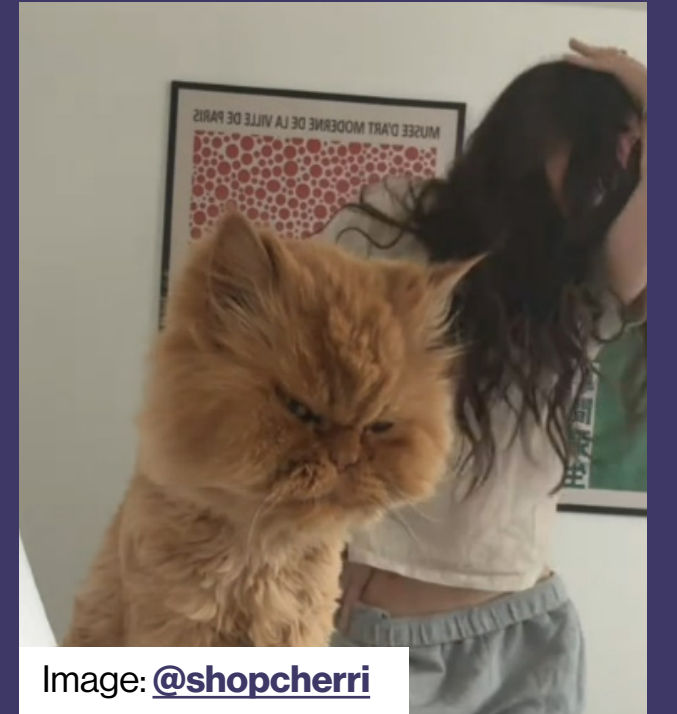


Image: [@shopcherri](#)



Image: [The Daily Show](#)



Image: [@lorde](#)



Image: [@dalaore](#)

TREND TRACKING



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

Bound by the silly



Halloween might be a few more months away, but that's not stopping folks from dressing up in silly costumes and gathering for a united cause. From pigeon outfits at the [Pigeon Pageant](#) in NYC, to pencil themed accessories for the [giant pencil's sharpening celebration](#), to bald caps for [Pitbull's return to Europe](#) (look how proud Pitbull is of [his bald army](#)), these quirky gatherings offer the connection social media can't. With summer coming up, there's bound to be more silly hijinks about.

Trend: So deeply unserious

Play detective



To celebrate *Back To The Future's* 40th anniversary, Gibson has [launched an appeal](#) to rekindle memories of the last known location of the original cherry red Gibson ES-345 from the film, which has been "lost" since production wrapped. The [original casts plea](#) for leads of the guitar's whereabouts has sparked buzz with fans online, with the story of the search set to be the subject of an upcoming documentary. With an increased interest in becoming an online detective, finding the guitar from 40-year-old rumours should be a piece of cake. Let's just hope we don't need the DeLorean to make it happen.

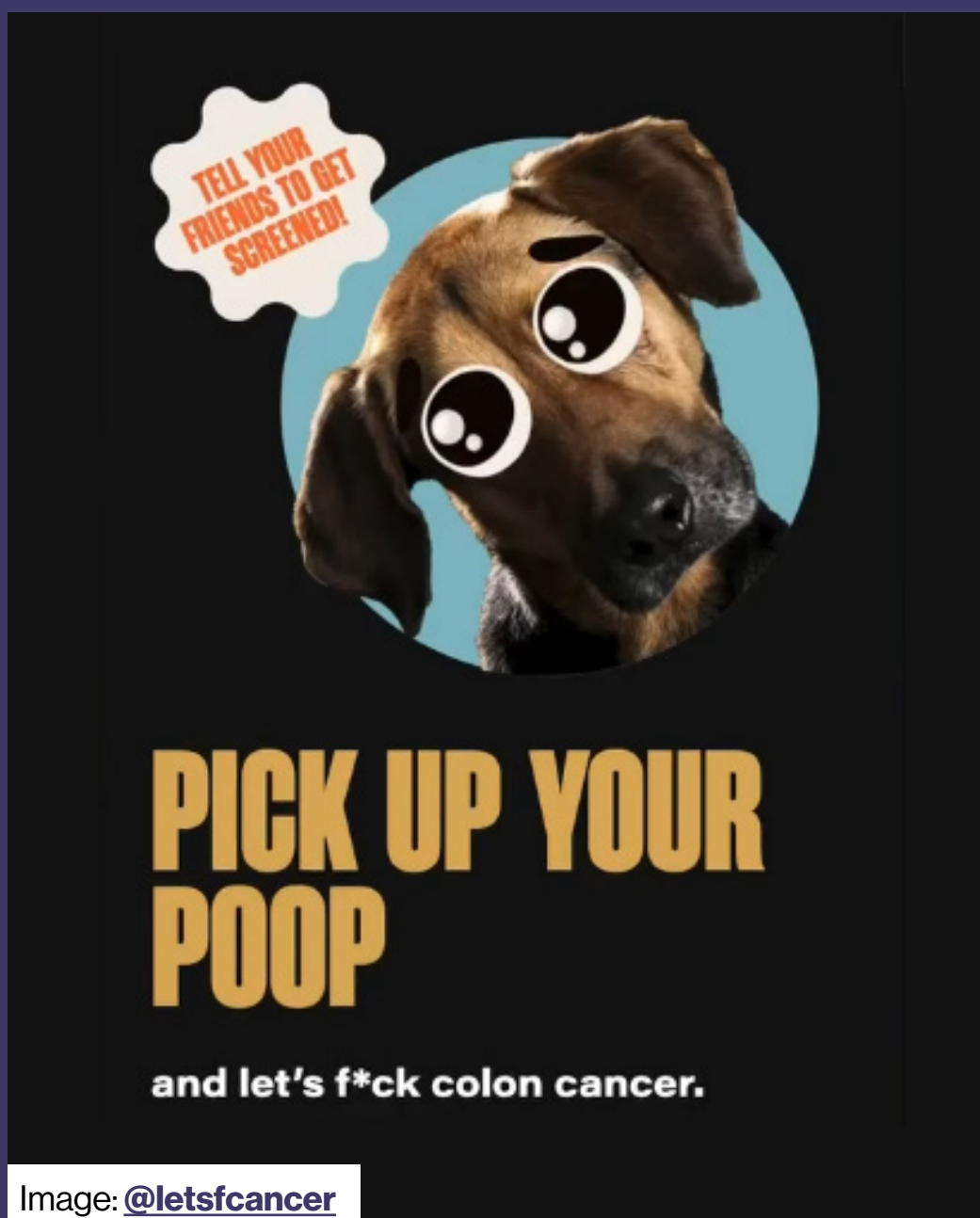
Trend: Citizen sleuth

New type of relations



Influencer trips are once again giving FOMO. After years of criticism of lavish influencer trips for being out of touch, brands are moving in the opposite direction to create more intimate experiences that reward chosen influencers with unique, shareable moments. The viral success of the Kerrygold's '[butter brand trip](#)' highlights how unexpected brands can still benefit from influencer collaborations. By leveraging the popularity of the [butter yellow colour](#) and the universal love for all things food, this unlikely combination resulted in a flood of commentors [manifesting their own trip](#) with the brand. Buttered toast anyone?

Trend: Late-stage social



This week's long read



A DOG DIDN'T WRITE THIS, BUT IT SHOULD HAVE

A reason why 'quiet' should no longer be in your pet's vocabulary

Another brand just dropped a petwear line (looking at you, [Adidas](#)), proving one thing: the pet craze isn't going anywhere.

It turns out the real magic happens when brands let pets do the talking. No, we're not saying you're the new Dr Dolittle (sorry). What we are saying is that it might be time to bring in a bolshie British Shorthair or wise-cracking Weimaraner to get your audience's attention. When a pet "says" what their humans are feeling or thinking - love, anxiety, pride or even pick up your own poop... it lands.

Let's look at Tiki and Tika. Tiki is a shy foster pup who took over TikTok, they didn't just melt hearts - they sparked a movement (cue: ugly crying). Through storytelling that blended Tiki's struggles with foster mom Isabel's honest, raw and unfiltered insights, they

raised \$100K for charity and inspired a wave of new foster applications. All in just 44 days. Tika the Iggy is an iconic influencer with 1.5 million followers, she's serving fashion, but it's her personable commentary and relationship with her humans (big and small) that really steals people's hearts (ours included).

This isn't just a trend - it's a generational shift. 86% of Gen Z own dogs vs 50% of Boomers. And it's not because pets are trending on TikTok, it's because they're a chosen family. So much so that people are putting their pets' preferences above their own - and brands like [Bark AIR](#) and [Lynx](#) are responding. (It's time to ensure your partner is cat aprrrrrroved.)

Speaking in the voice of a pet can help us get the message across without sounding like we're trying too hard. Humans are fine. But pets? Pets are way better.

Weber Forecast Insight

Using pets as a voice boosts authenticity through emotional connection. It could be time to trial a pair of paws at the forefront of a future campaign.



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Workshops

Our own '**Culture Collider**' workshop methodology approaches briefs through the lens of cultural trends to help teams create culture first ideas.

Pictured: Unsplash

