



WEEKLY TRENDS REPORT

Friday 13 June 2025

THIS WEEK'S FORECAST



FOR YOUR INFO



This week's dates & microtrends

TikTok trends

No happy ending for Kermit. The emotional [closing of Muppet Vision 3D](#).

End of the new. Young people are [stuck in the 80s](#) and are [obsessed with the noughties](#).

ICYMI

Is it [sardine girl summer](#)? It seems a bit fishy to us. We're leaning towards [an Addison summer](#).

Everyone's favourite unlikeable blonde, [Tom Felton returns](#) as Draco for the *Cursed Child*.

Digi updates

This generation's *The Social Network*. [Luca Guadagnino](#) is set to direct the film about OpenAI's ousting drama.

That ain't jack! Falling for the [AI Kangaroo](#).

What we're loving

The [woke macarena](#) is the new Apple dance.

The future of fashion is in good hands. The [CSM graduate fashion](#) show was peak chic.

Phrase of the week

"[Everything Millennial is cool again](#)". The younger generation are reviving millennial trends.

Tea of the week

The [lifelike baby dolls](#) in Brazil facing bans from politicians.

Established trends

[Kylie Jenner's surgery admission](#) serves as a guideline for even more unrealistic beauty standards.

Sticky menus and comfy booths. [Dining restaurants](#) are using nostalgia to lure Gen Z into booking a table.

Insight of the week

Let kids be kids. Parents are forgoing the intense summer schedules and [letting their kids 'rot'](#).

Weekly doses of cute

Martin Scorsese [getting pranked called](#) by his BFF, [cat going camping](#) and [horseshoe crabs dating](#).

On our radar



28 Years Later – 20 June
Elio – 20 June



HAIM: I Quit – 20 June
Benson Boone: American Heart – 20 June

Rising trends

[Sports betting](#) is everywhere and there's no stopping it, except for going bankrupt...

The '[special forces tourists](#)' from China, spending as little money and as little time in Hong Kong before returning home.

The future

The [NBA is being transformed](#) by the Gen Z players as narratives are being dictated by social media. Just look at the next GOAT, he's a [French 7'3" Shaolin monk](#).

And the Oscar goes to... CoPilot? Movie studios are already investing millions into [AI production houses](#).

Stats of the week

Pride month is cancelled. [39% of surveyed companies](#) plan to reduce Pride-related engagement this year with 65% prepared for backlash to whatever support they show.

We're not tired of Nintendo just yet. The Switch 2 [sells over 3.5 Million units](#) in its first four days.

60 seconds to watch

"My husband is a secret billionaire but he's also a mafia boss and homeless!?" How [micro dramas](#) are made.



Image: [@tribeca](#)



Image: [@cheeseycat.adventures](#)



Image: [@averymagicalday](#)

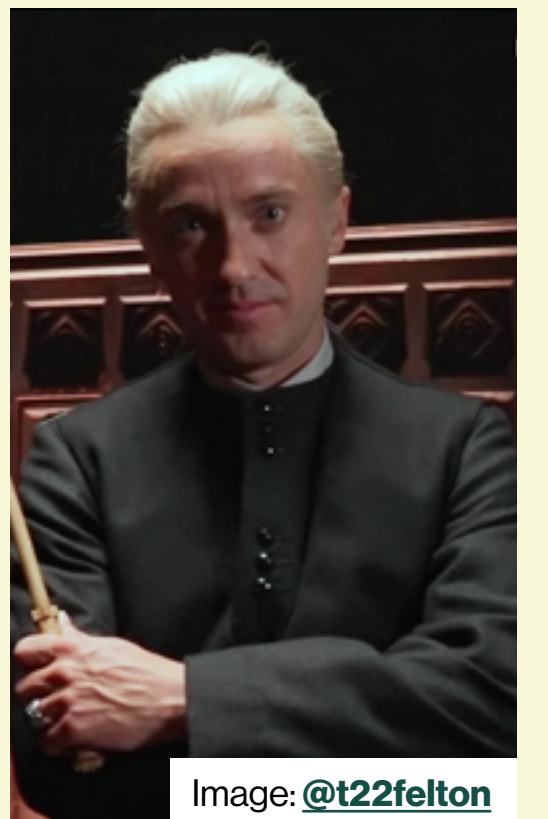


Image: [@t22felton](#)

TREND TRACKING



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

No contact orders



Image: [Pexels](#)

College students are using '[no contact orders](#)' instead of face-to-face conflict. Originally designed to protect victims of sexual harassment or assault on college campuses, Gen Z students are now using them to avoid interpersonal conflict over disputes like stolen bagels or awkward social run-ins. Experts say that this conflict avoidant generation are applying "platform logic" to IRL, mimicking the ease of blocking or filtering content or accounts on social media into real situations. It's another example of convenience culture, taking the easy way out instead of dealing with conflict head-on.

Trend: At your inconvenience

Country-to-city club



Image: [Pexels](#)

Could the next evolution of the night club be the country club? Might we soon be chasing a round of drinks with a round of pickleball? New club [Ballers](#) hopes so, as it brings country club sports like golf and racquet sports to New York and invites adults to relax and connect over athletics. We've covered the [gym-is-the-new nightclub](#) before, so the timing makes sense – and competitive socialising is [a major growth source](#) for the struggling nighttime economy. It also ties into the [hobby-stacking trend](#), where time-strapped people combine their favourite pastimes, like cocktails with the girls and padel! Also see: the rise of [adult sports leagues](#).

Trend: I never see you at the club

Bro-tox on the up



Image: [Jake Blacker via The Times](#)

Men are outspending women on Botox and fillers, flocking to clinics for 'tweakments' to enhance their appearance and keep signs of ageing at bay. A [surprising new report](#) from Barclays revealed that 23% of men between 18 and 34 have had either Botox, fillers or dental veneers compared with 21% of women of the same age – with men often forgoing traditional pursuits in favour of spending on grooming. Some surgeons say that staring at ourselves on video camera all day is partly behind the trend – never before have we looked at our reflections so much!

Trend: The male groom boom



This week's long read



ANNOUNCE- MENTS GONE WILD

Creating a spectacle in the
name of entertainment



From sports schedules to album drops and new menu items to TV premieres, gone are the days of the simple press release announcement. In the entertainment age, even [a logo change](#) demands a big reveal and backstory.

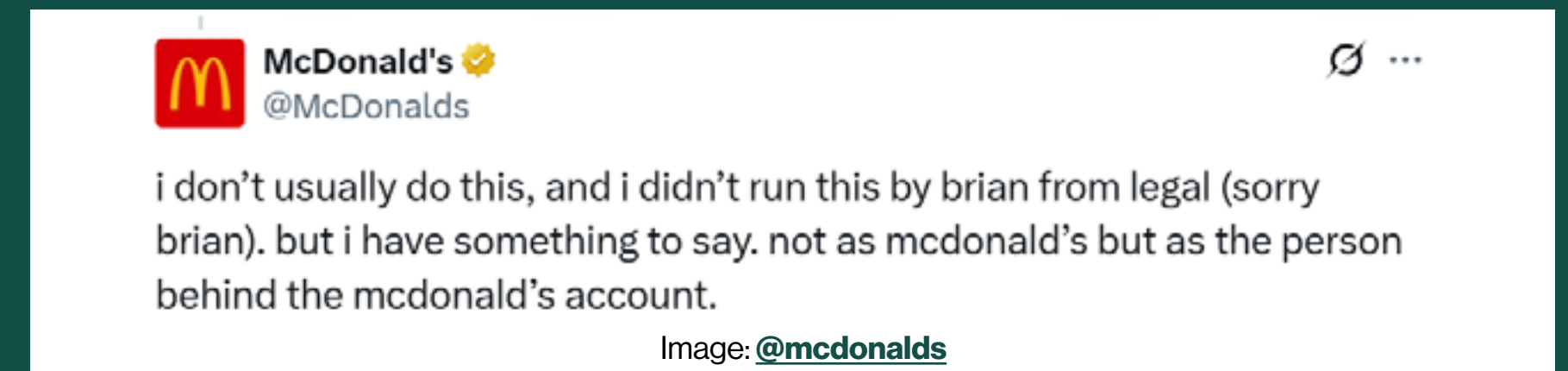
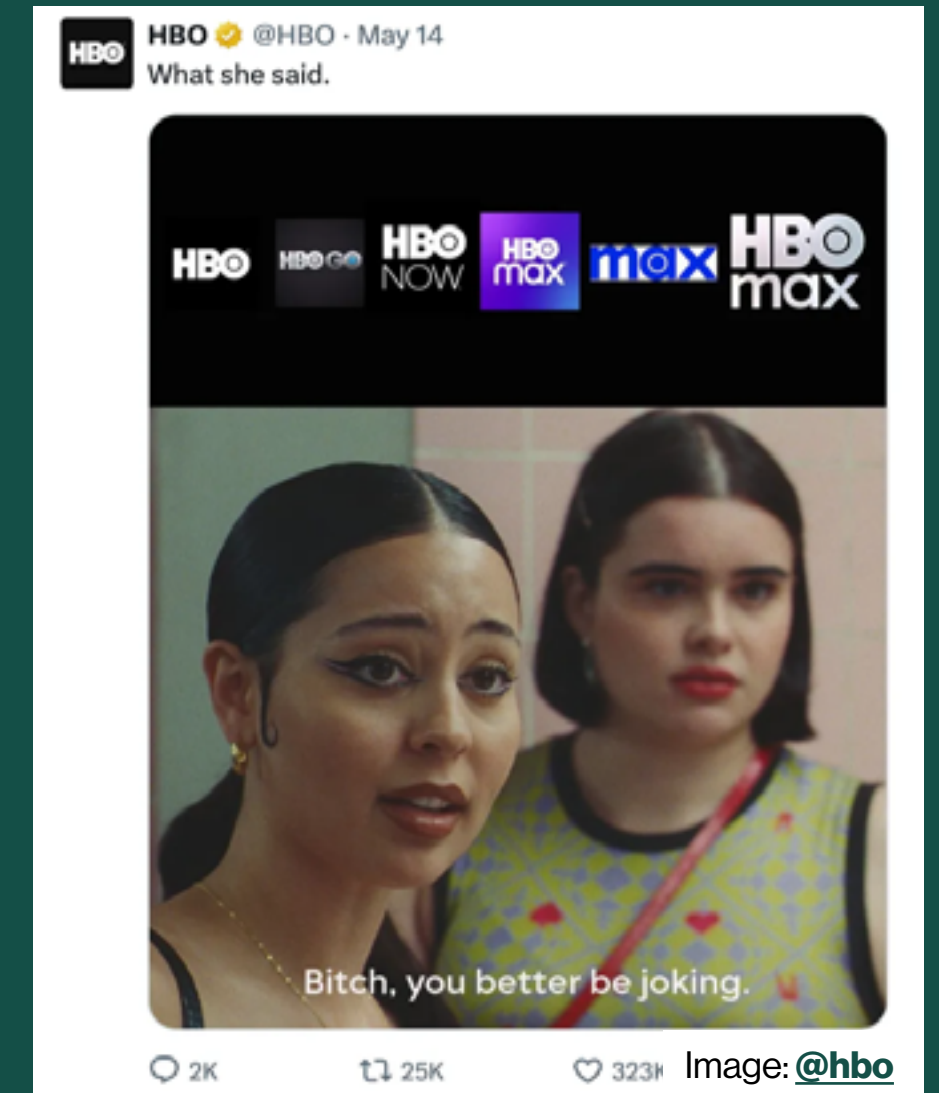
As strategist Eugene Healey [put it](#), “In a culture where attention has become commodity, all advertising has to become entertainment.” Brands are building their own worlds, with their own lore, characters and distinct tone – a shift from the generic Funny Brand Voice that dominated feeds (and our nightmares) last year.

The sports world is ahead of the game. The NFL schedule announcements have become “the creative Super Bowl”.

This year's entries included parodies of [Severance](#), [Minecraft](#) and [Mario Kart](#), while [mascots](#) and [Big Pharma](#) received a roasting.

Netflix's Tudum [festival](#) is another example of turning an announcement into a full-blown occasion, inviting fans to go “behind the streams”. This year's was broadcast live on Netflix, and featured an appearance from Lady Gaga and Cookie Monster (not together, sadly).

McDonald's social media manager recently [announced](#) the return of the Snack Wrap and built a universe [around the BTS](#). And ahead of his upcoming album launch, Young Thug sent journalists [live tarantulas](#). Not sure what animal protection would have to say about that, but it's definitely unforgettable...



Weber Forecast Insight

It doesn't have to be a budget-blowing spectacle. Before opting for the usual way, consider every comms moment (even the mundane!) as if it's the most exciting thing in the world. Borrow from other categories and when the moment calls for it, create a little surprise and delight.



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

