

WEEKLY TRENDS REPORT

Friday 11 July 2025



Pictured: Envato

THIS WEEK'S FORECAST



Micro trend		Macro trend						Icon Glossary	
Difficult to action	LooksMapping			Game Over.		Copyright your face		Trending	News you should know
				People are the new logos				On the up	Cancelled
				Project X or Photo Op				It's gonna be big	That's the tea
Easy to action	Collectible popcorn buckets							Sustainability	Consumer habit
								TikTok trend	Be quick

FOR YOUR INFO

This week's dates & microtrends



TikTok trends

The coolest kid in the world **aura farming** at the Pacu Jalur.

Seeing how fast we can say '**Bacon Avocado**'.

ICYMI

Tourists cancelled their trips to Japan because of **a false prophecy** from a manga.

Doing a backflip for a Crumbl Cookie. The **Moonbeam Ice-cream cookie** in high demand.

Phrase of the week

"**The Sedini Special**", are the €1 houses in Italy worth investing in? A huge investment with a bit of luck.

Tea of the week

Remember when Twitter used to be fun and had **everyone beefing** with one another? Take us back!

Digi updates

AI lo-fi music is **going wild** on YouTube. Someone check if Lofi-girl is okay.

Online traffic for news sites has significantly reduced after rise of AI and Google summaries.

What we're loving

Oasis is back and **Ozzy Osbourne's** final ever concert.

The **French quiz master** going on a 641-win streak and winning 2.5 Million euros and 23 cars. Hope he has 22 friends to give the cars to.

Rising trends

Sun damage is in. **Faux tan lines** are so hot right now and perfect to show off **at the office**.

Collectible popcorn buckets are becoming more and more intricate with each blockbuster releasing. We use our *Dune* bucket as a toothbrush holder.

On our radar



Smurfs – 18 July



Donkey Kong: Bananza – 17 July



TWICE: This For You - 11 July



The Summer I Turned Pretty S3 – 16 July

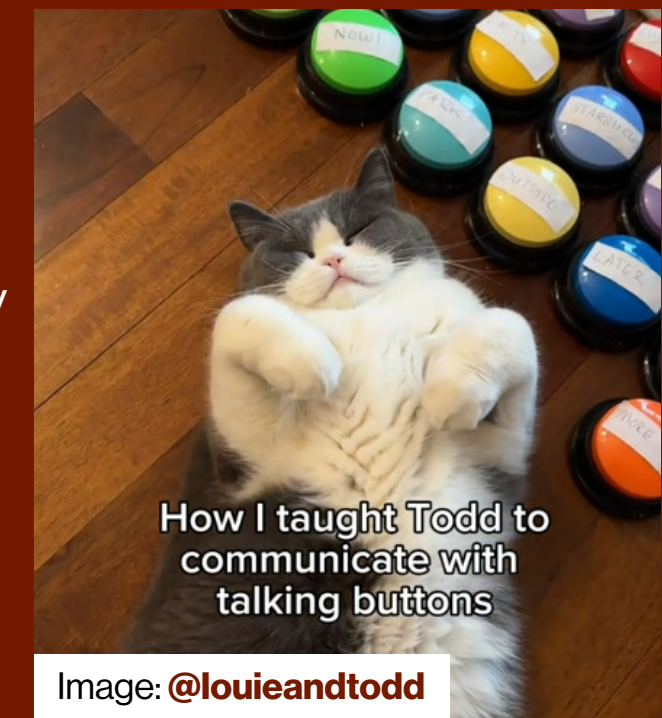


Image: [@louieandtodd](#)

Weekly doses of cute

Scrim's story, Cat '**talking**' and **drinking water**?

Established trends

Is work-life balance even real? Logging off work to see 5-9 day in the life of videos **is creating burnout**. And what's with all the **Gen Z work slang**?

Insights of the week

The end of **kids on bikes**. All thanks to dangerous drivers and unsafe roads.

No fun on the boardwalk. Young people are feeling lost living in **England's coastal towns**.

The future

Denmark is allowing its residents to **copyright their own likeness** in a fight against deepfakes.

Stats of the week

More than 50% of Global Netflix users (300 Million users) watch anime.

End of status. **47% of TikTok users** define luxury as self-expression, associating it with empowerment and individuality.

One to watch

The **Hot Wheels movie** will soon drift into cinemas. We're hoping for our favourite character to appear, the orange tracks.

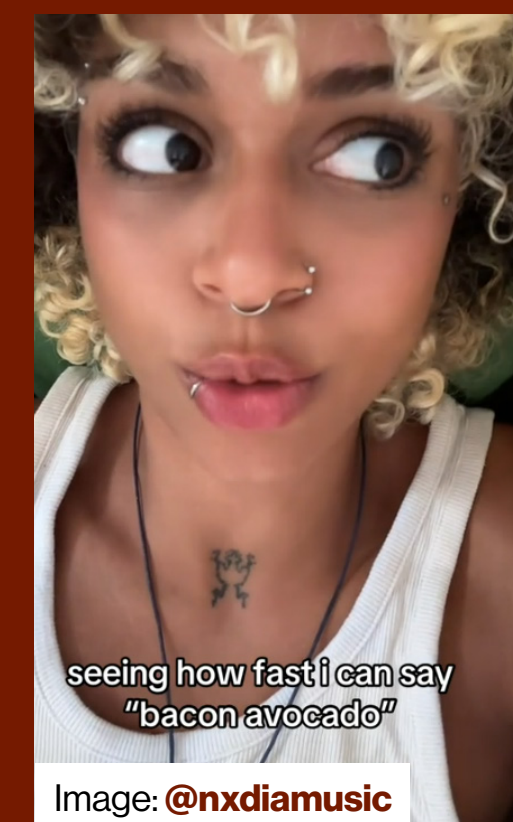


Image: [@nxdiamusic](#)

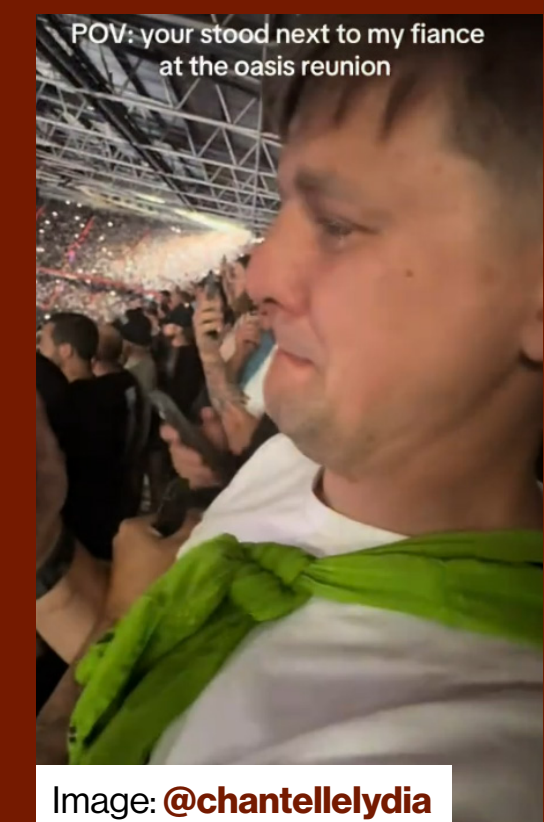


Image: [@chantellelydia](#)

TREND TRACKING



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

LooksMapping

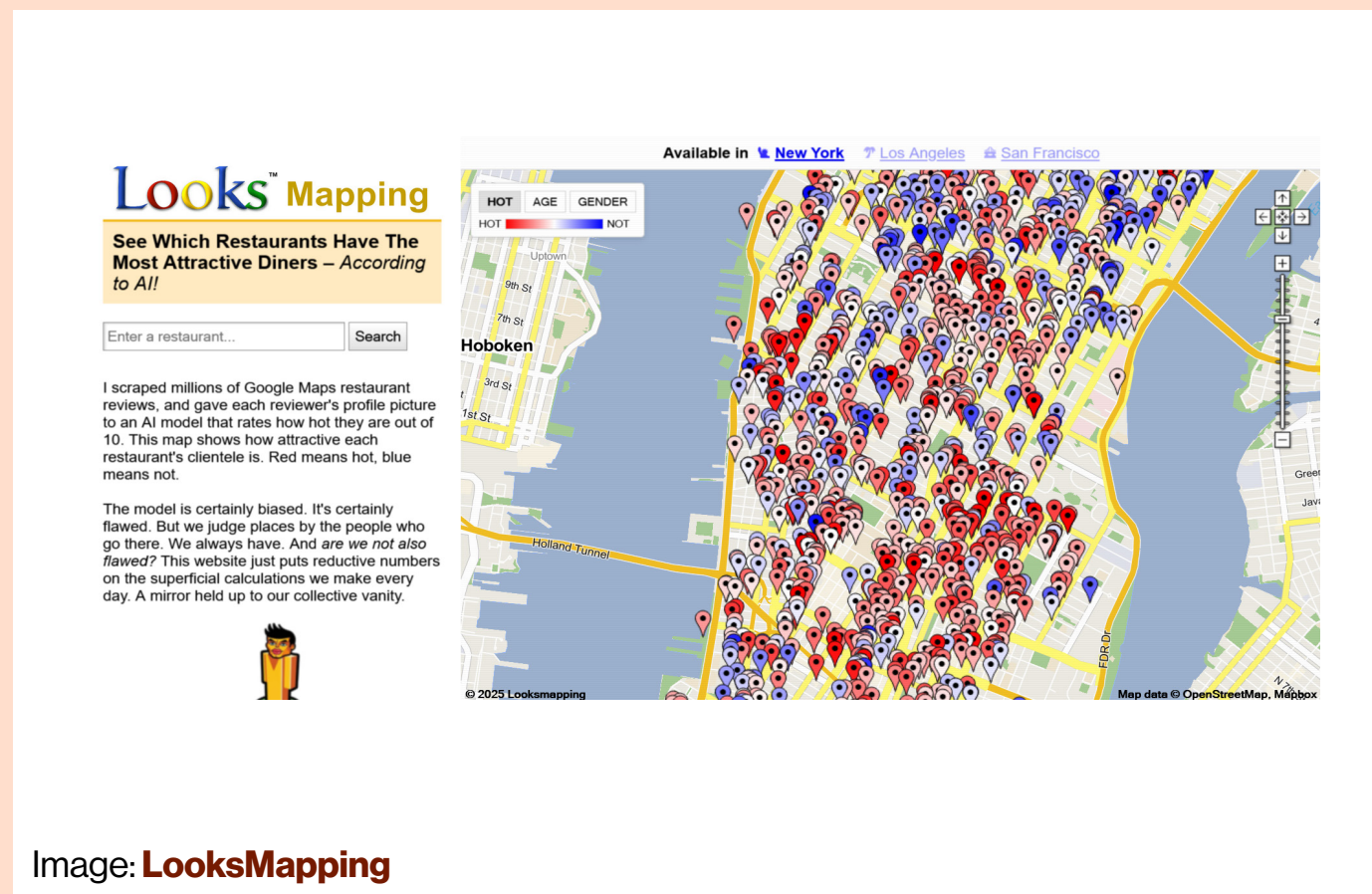


Image: LooksMapping

Want to go to a restaurant but worried the people there aren't hot enough? Use the AI powered restaurant map, **LooksMapping**, which rates restaurants on attractiveness. Built as a cultural commentary on our collective vanity and how restaurants are moving towards **focusing on clientele** over food and atmosphere. With the hottest places being visited by predominantly white individuals it also shines a light on the biggest flaw of AI, its racial bias.

Trend: Looksmaxxing

People are the new logos



Image: @dusen_dusen

Fashion and lifestyle brands are leading **in-house influencing** by moving away from over-the-top advertising and expensive influencers. Instead, they're leveraging their own employees to embody their brand voice and highlight their products. They typically feature behind-the-scenes content showcasing life at the company rather than hopping on whatever viral TikTok trend. It's a way to keep up with the content churn to maintain a steady stream of content, while keeping it authentic and relatable. We're seeing consumers clamoring for 'real' and unpolished content. No more fakeness!

Trend: Work Hard, post Harder

Game Over.



Image: Pexels

When a piece of media gets taken down, there's a copy lurking somewhere, ready to resurface. But online-only video games? Once they're gone, it's game over. The **Stop Killing Games** organisation is rallying for change, preventing the destruction of games and pushing for companies to have backup plans for when a game's servers eventually shut down. **They argue** that losing access to a game after its lifetime is anti-consumer, owning it should mean it's yours to play forever. We would trade our left kidney to be able to play **Lego Universe** and Flappy Bird again.

Trend: Lost Media



Image: [@KristinJackson2](#)



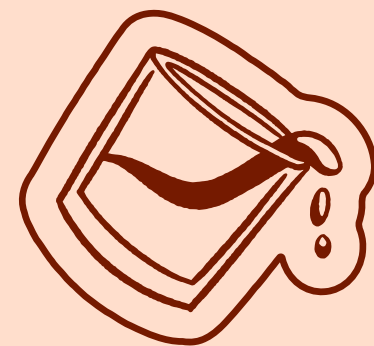
Image: [@designmynight](#)



Image: [Reddit](#)



Image: [@charli_xcx](#)



This week's long read



PROJECT X OR PHOTO OP

Are house parties back or just the aesthetic?

When Stormzy opened **House Party** in Soho, he said it started with one simple idea: **bring back parties** that actually felt alive. One year later, it's clear he struck a cultural nerve. With retro vibes, throwback tracks (remember **Nelly**?) and nostalgic chaos, it's less of a venue and more of a filter you can walk into.

So, do we miss the party, or just the idea of one? We're deep in the era of the **party aesthetic**, launched by BRAT summer and maintained by indie sleaze **rearing its chaotic head**. Social feeds are flooded with clips of **garage bands**, **grainy photos**, and **messy aesthetics**. The **All-American Rejects** are on a house party tour, with their performances **consistently going viral**.

Looking for some inspo? Charli XCX captures the essence perfectly in her grainy "**party 4 u**" video, alongside Addison Rae's soft grunge era. It's giving '**I've just left a house party**' energy - and we all want to follow them out the door.

To answer the title question, it's not just about the gathering anymore - it's about the vibe. Gen Z has blurred the lines between fantasy and reality, turning **personal identity into performance art**. Some brands are tapping in and taking the lead - like IKEA who turned a retail space into a rave, **proving they understood the assignment**.

In an age where **beige minimalism is out** and indie sleaze is back, we're craving the mess, the noise and the free feeling - even if we never experienced **it in the first place**.

Weber Forecast Insight

Aesthetics might seem micro, but they are produced from cultural shifts - brands win when they find the scene that aligns with their values and help their audience play their part.

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: Unsplash

