

WEEKLY TRENDS REPORT

Friday 5 September 2025



THIS WEEK'S FORECAST



Micro trend

Macro trend

Icon Glossary



Difficult to action

Easy to action

Difficult to action	 4eva cute	 '2025: The summer without trends'
	 Screenless shenanigans	 Rage-bait: Fuelling cultural burnout
Easy to action	 House tour trend	 Closer friends

	
Trending	News you should know
	
On the up	Cancelled
	
It's gonna be big	That's the tea
	
Sustainability	Consumer habit
	
TikTok trend	Be quick

FOR YOUR INFO

This week's dates & microtrends



TikTok trends

It's September so it's time for the [yearly college dorm tour prank](#).

It's not a metaphor! The Sabrina Carpenter [house tour trend](#).

ICYMI

The perfect underdog story. [Grimsby Town F.C. beating Manchester United](#).

The GOAT and the Mamba. [The MJ and Kobe card selling for \\$12.9 Million](#), the most expensive sports card of all time.

Phrase of the week

'[2025: The summer without trends](#).' This year was vibeless and had no strong identity. Nostalgia for simpler times dominated instead.

Tea of the week

[Quitting vaping is great](#) but posting about it will make you go viral.

Digi updates

Literally, 1984. It's becoming harder to hide from cameras with [the rise of smart glasses](#).

[AI-fluencers are threatening influencers livelihoods](#) with their cost effectiveness.

What we're loving

Everyone's a winner. The winning [19 fan made music videos](#) for the Drake and PARTYNEXTDOOR collab.

Making a 15-year-olds dreams come true. The whole town [shows up to a quinceañera](#).

Established trends

The mouse wants his pockets filled. America's [middle class is being priced out](#) of Disneylands.

People are [opting out of reading the news](#) to avoid anxiety and existential dread. Read the Weber Forecast instead.

On our radar



Futurama: Season 15
- 15 September



Ed Sheeran: Play
- 12 September



The Long Walk
- 12 September



Borderlands 4
- 12 September



Image: [@marielawanders](#)

The future

Issac Newton [is losing his mind](#). The Las Vegas Sphere [reimagined the cinema experience](#) with *The Wizard of Oz*.

Insights of the week

[How Netflix has evolved](#) from pioneer to algorithm overlord.

Dazed and confused. [i-D interviewed 214 college students](#) about the mounting pressures they're facing.

Weekly doses of cute

[Cat enrichment](#), [dog film actors](#), [thumbs down](#) to a dog, and [the L-O-V-E trend](#).



Image: [@sleepysaffy.cos](#)

Rising trends

Fall season incoming!!! The [Pinterest fall report predicts](#) thrifting and sustainable shopping.

The 'best' that the UK can offer. The global [fascination with British chaos](#).

Stat of the week

[Six in ten](#) middle and high school students feel prepared for the future, an 11% increase over 2024.

One to watch

Which team are you? With the upcoming TSITP final episodes, [Amazon reminded fans](#) not to bully the actors.



Image: [@haleyandthepets](#)

TREND TRACKING



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

Closer Friends



Image: [@Sabrinacarpenter](#)

Sabrina Carpenter has been quietly dropping “**play dates**” in LA, NYC, and London ahead of her album release, *Man's Best Friend*. These intimate listening sessions gave hand-picked fans the full album experience with “not a phone in sight”, turning privacy into a premium. While artists have leaned on group chats and Instagram's Close Friends to tease new work, Sabrina's IRL hangouts take things up a notch, blending exclusivity, fandom, and FOMO in one entirely envy-inducing package.

Trend: Stan culture is being fuelled by loneliness

Screenless Shenanigans



Image: [@TodayShow](#)

In **phone-free schools**, lunchtime is getting an analogue makeover. With more states rolling out cellphone bans, students are swapping screens for jumbo Connect Four, foosball, air hockey, and even classic arcade games like Pac-Man. Cafeterias that were once near-silent are buzzing again, as kids crowd around puzzles, chess boards, and rotating craft stations, from calligraphy to bedazzling. Teachers and librarians say the games are doing more than passing the time, they're turning lunch into social interaction, helping students reconnect, collaborate, and just be kids again.

Trend: Fighting the smartphone invasion

4eva Cute



Image: [@HeatherTattoo](#)

Long before TikTok made cute things “a thing,” kawaii characters were living on lunchboxes, pencil cases, and water bottles, and let's be honest, some of us never really grew out of them. Now, fans are **taking it up a notch**, inking favorites like Hello Kitty or Rilakkuma permanently. These tattoos aren't fads, they're little badges of comfort, nostalgia, and joy, proof that you can be soft, playful, and a bit badass all at once. For kawaii fans, these tattoos aren't just cute, they're enduring expressions of identity, fandom, and the childhood passions they'll never outgrow.

Trend: Kidulthood



The world has become addicted to rage – and 2016 might be to blame

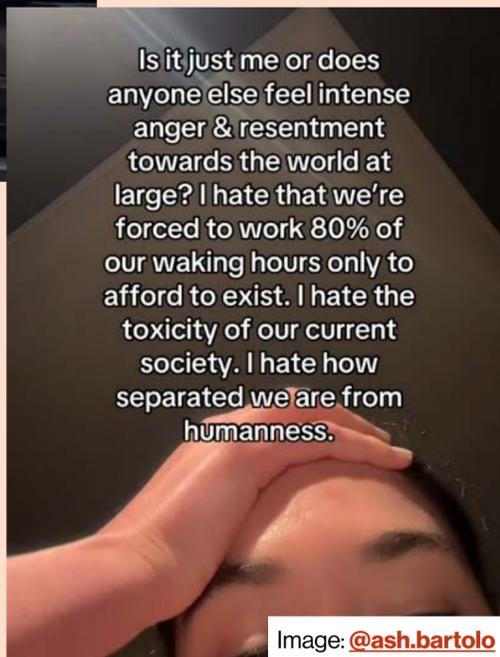
Image: [The Independent](#)

From Kim Kardashian's 'face shapewear' to Sydney Sweeney's jeans controversy, is everything rage bait now?

Image: [Glamour](#)



pov: you're walking through nyc thinking you'll find the best pizza...until connecticut humbles you



Is it just me or does anyone else feel intense anger & resentment towards the world at large? I hate that we're forced to work 80% of our waking hours only to afford to exist. I hate the toxicity of our current society. I hate how separated we are from humanness.

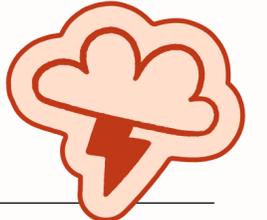
Weber Forecast Insight

Is all publicity *really* good publicity? While likely able to gain widespread engagement, we are starting to see brands causing self-imposed irreversible damage as consumers begin to feel rage fatigue – especially in today's uncertain society. And with the new news noise getting louder, are the increasingly shorter spikes in engagement really worth it? Today's rage could be tomorrow's boycott.



RAGE-BAIT: FUELLING CULTURAL BURNOUT

Consumers are over it



Burnout + exhaustion + ongoing conflict + social media = rage: the current cultural temperature. And it's not cooling anytime soon.

Frustration and emotional burnout are the perfect storm fuelling the collective rage we are all feeling. Add on the ongoing cost-of-living crisis (**continuing strong after four years**), political turmoil felt globally (that's a whole other long read), and **environmental uncertainty**, amplify this with social platforms creating negative echo chambers, and it's no wonder consumers are getting angrier.

Brands (and political parties) appear to be provoking this **cultural anger**. Why? Because for better or worse, outrage drives engagement. "**Rage-bait**", the morally grey relation of "clickbait", is how brands are creating division to rile individuals, sparking discussion and action. While not a new phenomenon, recently it feels like the go-to approach, and in today's climate, audiences are feeling 'rage fatigue'.

American Eagle's 'Great Jeans', **ELF's collab with Matt Rife** and **Skims' face shapewear** went viral with online debates *still* happening. Even luxury brands are jumping on

the rage bandwagon with **The Row's Ama sliders** costing £600 (seriously!) and **Louis Vuitton's £130** (!!) lipstick – surprising after the luxury market has seen **the worst downturn since 2009** (excl. 2020). That said, the success of rage-bait is undeniable in terms of engagement in an environment where cutting through the noise can seem somewhat impossible. Take Connecticut's tourism board, which deliberately provoked New Yorkers in its bold claim to be **home to the nation's best pizza**. The \$220,000 stunt generated \$13 million of earned media.

Yet, **Kate Lindsay from Embedded** said it best; "If *everything* is rage bait, then nothing is." Consumers may be angrier than ever, but they are becoming increasingly adept at detecting these tactics. What once was an effective approach, is now considered predictable and boring. Even worse, brands are facing detrimental backlash. It's time for brands to rethink how they stir the pot. With emotional value as a number one driver of consumer loyalty, brands should shift towards creating positive emotional value – especially when we are living in a time of increasing cultural anger.

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

 THE WEBER
FORECAST

 Weber
Shandwick