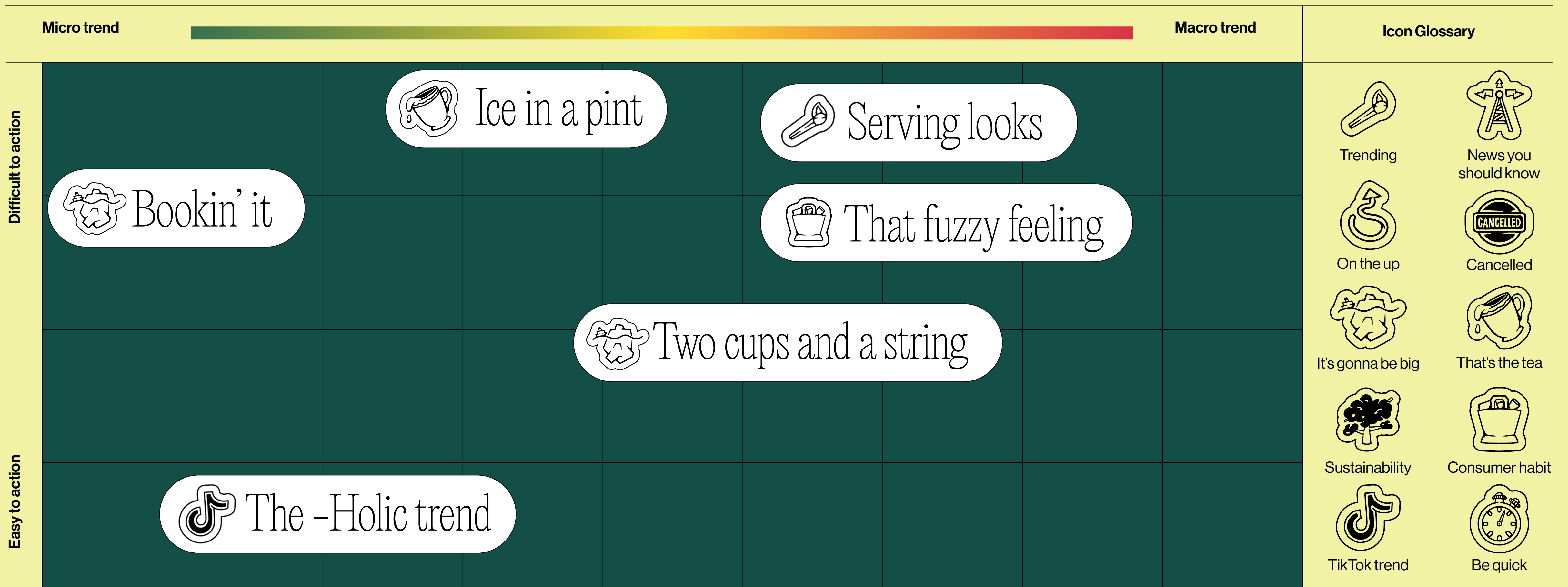


WEEKLY TRENDS REPORT

Friday 12 September 2025



THIS WEEK'S FORECAST



FOR YOUR INFO



This week's dates
& microtrends

TikTok trends

Showcasing your addiction with the –holic trend. We're a [TikTokaholic](#) and an [icewaterholic](#).

How are [young people dressing for school](#)? Baggy pants and cute backpacks.

ICYMI

No more #wheresilksong? The [6 year wait for Silksong](#) is over!

The first Saint with Nikes, [Carlo Acutis](#).

Digi updates

What happened to the beautiful game?!? How watching [football has changed with smartphones](#).

Eating pasta and watching a 3-hour deep dive on the metaphysical meaning of the couch from *Friends*. A deep dive into [YouTube video essays](#).

Phrase of the week

'[Your Zodiac sign is 2,000 years out of date.](#)' Turns out we're an Ophiuchus.

What we're loving

The last bastion of the internet. How [Wikipedia is staying resilient](#) against trolls and politics.

Ocean's 14 plot? The gripping [saga of the pigeon heists](#).

Beer of the week

Fancy some [ice in your pint](#)? Are you one of the 28% of 18–35-year-olds who put ice cubes in their beer?

Established trends

What's the plan now? [Birth control scepticism](#) is everywhere on social media.

[Are Labubus trendy?](#) They occupy the weird space between declared dead and carried by A-listers.

Insights of the week

Drummer summer. The physical and mental demand of being [a touring drummer](#).

The other side of the coin. [Men are miserable](#) with the dating world too.

On our radar



Skate – 16 September



Gen V S2 – 17 September



Chaeyoung: Lil Fantasy Vol.1 – 12 September
Cardi B: Am I the Drama? – 19 September

Weekly doses of cute

[Post Malone junior](#), [Ewok dog](#), and a [proud graduation](#).

Rising trends

Stylistic choice or greedy overconsumption? The rise of music artists [releasing alternative album covers](#).

Does a child care who wrote their story? The cash grab [world of celebrity picture books](#).

The future

[26 words of advice](#) for the next generation. We will always stand by [Matsuoka Shuzo's advice](#).

Stat of the week

[Nearly half of Gen Z](#) have dipped into their retirement to survive and pay off debts.

One to watch

Pre-halloweening. *The Conjuring: Last Rites* became the [biggest horror film opening](#) of all time.



Image: [@ivannootaa](#)

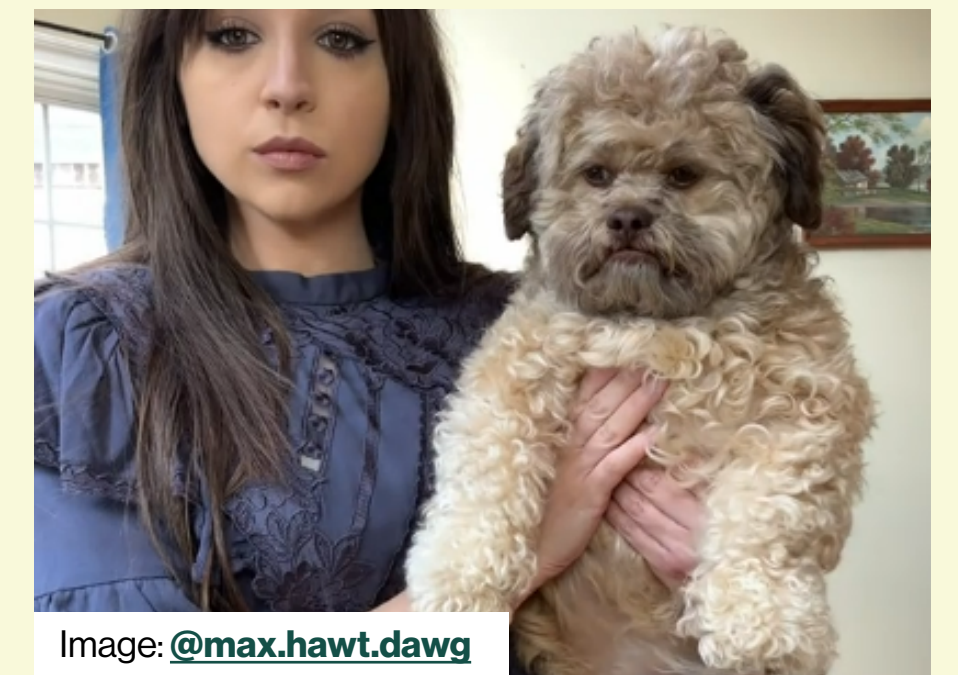


Image: [@max.hawt.dawg](#)



Image: [@atlbrave4](#)

TREND TRACKING



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

That fuzzy feeling



Labubus are pulling other cute mascots into the spotlight with the OGs such as Monchhichi having a second life. **Sales have doubled** to \$31 million with international buyers responsible for 40% of their revenue. The 51-year-old baby monkey joins the ranks of Sonny Angels, Smiskis and Labubus as the IT accessory. Their success lies in the diversity of Monchhichi outfits and collabs, with the newest being the **Hello Kitty collab stocked by Urban Outfitters**.. Making themselves highly accessible to consumers is the perfect way to ride the cute-ccessory wave. Our bag looks like a Takashi Murakami painting with the amount of bag charms hanging off it.

Trend: Kidults / Cuteness overload

Bookin' it



Love running clubs and book clubs but don't have time for both? Slow down and join an audiobook walk club. **Book it around D.C.** boasts over 100 active walkers with each participant listening to their own chosen audiobook. The juxtaposition of doing a solo activity with a group creates low pressure situations, no need to show off your book reading skills or your 6:50 running pace. Chill vibes only. The audiobook market isn't slowing down though. Last year in the UK it reached **a record £268 million!**

Trend: Bound together - why book clubs are the hot new hangouts

Two cups and a string



What can parents do to keep their children connected with their friends *without* using smart phones? **A WiFi landline from Tin Can**. A pure, stylish throwback with a modern twist, it's a tool for kids to plan and socialise without the need for social media and parents acting as a middleman. Dumb phones are riding a wave of anti-social media and a yearning for pre-internet times and Tin Can acts as a stopgap before their eventual first smart phone. We wouldn't mind doing Teams calls using landlines and faxes, we'll throw on a power suit just for the pure 80's throwback. (Note: The writer is most definitely too young for those references and was born in the 2000s)

Trend: Fighting the smartphone invasion



This week's long read



SERVING LOOKS

From runway to court



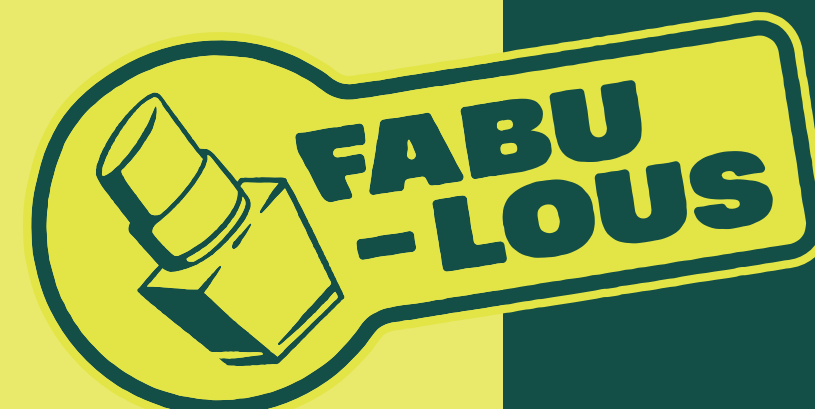
Once upon a September, NYFW was the cultural be-all. This season? The front row is courtside.

Call it the *Challengers* effect, but tennis transcends sport: it's now ruling culture. Last year, the US Open generated **690% more online coverage** than NYFW. The viral fit pics aren't coming from outside Spring Studios, but from the bleachers. **Luxury houses** are dressing WAGs like they're headliners, while players are serving pop culture nods. Naomi's matching **Labubus**? A grand slam if there ever was one.

It's part of a bigger shift: the sports world is setting the style agenda. Think WAG game-day fits to basketball tunnel walks.

The interplay doesn't just elevate fashion; it expands the fan base. As Coco Gauff said, "**Fashion helps bring casual fans to the sport**". Like the Olympics, it's a cultural event most people tune into for the surround sound rather than the sport itself.

Sure, tennis purists might grumble **about the influx of influencers** sipping Honey Deuces and **Watermelon Slices**. But their presence is making a once-exclusive space feel more accessible. Besides, who really needs another **millionaire stealing caps**? We'll take a more open court any day.



OUR FAVORITE FASHION MOMENTS FROM THE 2025 US OPEN

Image: [@Hypebae](#)



Image: [@naomiosaka](#)

is the US Open the new, New York Fashion Week?

% of positive press reviews regarding fashion at each event

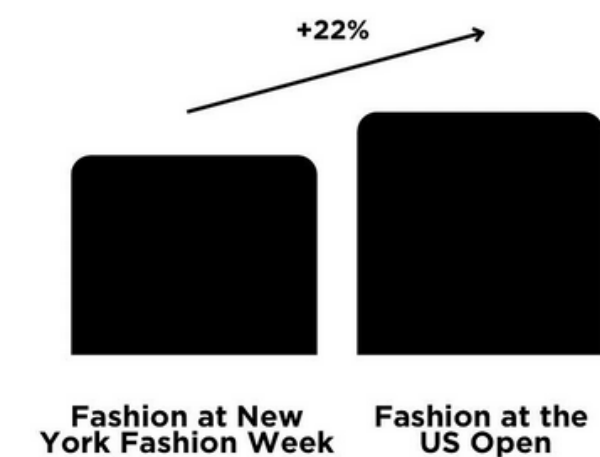


Image: [@databutmakeitfashion](#)

The Real September Issue: New York Fashion Week Has Some (Tennis) Competition

The U.S. Open Grand Slam is outshining New York Fashion Week. Here's why this matters.

Image: [@databutmakeitfashion](#)

Weber Forecast Insight

Brands can't afford to sit by the sidelines. The smart play is showing up in these crossover cultural moments where communities intersect. Tap the ones truly influencing trends – whether that's within fashion, food or beverages.

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

