



WEEKLY TRENDS REPORT

THIS WEEK'S FORECAST



FOR YOUR INFO



This week's dates
& microtrends

TikTok trends

This generations **9 + 10 = 21**. All the kids are saying **six-seven to everything**.

Dang, we were all supposed to have been **raptured on the 23-24 September**. Maybe next time?

ICYMI

Jimmy Kimmel is back.

The **Steal A Brainrot game taking over** kid's brains

Digi updates

The em dash — a way to spot AI written work — is **a reminder of the lost way of writing**.

Online dating has become even more soul sucking with **AI generated profiles and pick-up lines**.

Phrase of the week

"The triumphant return of tinsel teeth" Rocking up to school with a full set of metal braces is cool now.

What we're loving

The rise of homeowners spending **big bucks on outdoor 'catios'** for their cats.

Who really runs the world? Not the Illuminati but **the Etsy witches**.

Tea of the week

The **symbol of Asia's Gen Z protest movement?**
The *One Piece* pirate flag.

Established trends

Bro-casts are changing and (literally) **shaping male beauty standards**.

Trying to look 21 at 6-7 years old. **Horror stories from Sephora workers** about the pre-teens invading the store.

Insights of the week

Beautiful fjords littered with tourists. The **overtourism running rampant in Iceland**.

Smashing that like and subscribe button. UK YouTube creators **contributed £2.2 billion to the UK economy**.

On our radar



Ghost of Yotei – 02 October



How are you? It's Alan Partridge – 03 October



Taylor Swift: TLOAS – 03 October



Him – 03 October
The Smashing Machine – 03 October

Weekly doses of cute

Bonding with a male cat, and **the chicken finally crossed the road**.

Rising trends

Pro-tossers. **Ancient Irish road bowling** is making a return.

Eau d'apocalypse. The **perfumes smelling like societal collapse**.

The future

Almost in the future. The new **AirPods can almost translate any language** instantly.

Stat of the week

60% of single Americans believe in love at first sight. A 30% increase since 2014.

One to watch

Making her acting return since *Cats*, Taylor Swift set to **release a film alongside her new album**.



TREND TRACKING



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

Brand fanfic



The NBA research and development department has **launched** on socials, describing itself as the “official unofficial testing lab for the NBA”. Despite having just 28 posts, views have reached the millions as the team deep dive into bizarre yet captivating questions like “**are Nepo babies better at ball?**”. It’s got all the hallmarks of a fan account but was revealed to be from a joint venture between the NBA and Take-Two Interactive. According to the director of social; “the account feels less like a company talking at an audience and more like fans talking with other fans”. It’s a smart move as it scratches the curiosity itch of fans desperate for insider knowledge to trade.

Trend: corpo-humour

Trad husbands

Our NBC News Decision Desk poll asked Gen Z adults (18-29 years old) what they consider important to a successful life. The combination of gender and politics produced two very different sets of priorities:

NBC News Decision Desk Poll: Generation Z			
Important to personal definition of success			
Men who voted for Trump		Women who voted for Harris	
Having children	34%	Fulfilling job/career	51%
Financial independence	33%	Having money to do things you want	46%
Fulfilling job/career	30%	Having emotional stability	39%
Being married	29%	Using talents and resources to help others	37%
Having money to do things you want	28%	Financial independence	32%
Owning own home	26%	Having no debt	21%
Being grounded spiritually	24%	Owning own home	20%
Making family/community proud	23%	Making family/community proud	19%
Having no debt	21%	Being grounded spiritually	11%
help others	17%	Able to retire early	6%
	9%	Being married	6%

As young men skew more conservative than young women, a new trend emerges – the trad husband. The latest **NBC News’ Decision Desk Poll** found young men are more likely to see being married, having children and making their family or community proud as key to their personal definition of success. On the contrary, young women are more likely to prioritise being spiritually grounded, with two-thirds of Gen Z women feeling worried about the future, compared to less than half (46%) of men. As priorities between genders are increasingly misaligned, focusing on what does unite them (a desire for financial independence) could be the start of bridging the divide.

Trend: Evolving masculinity

Fashion watch parties

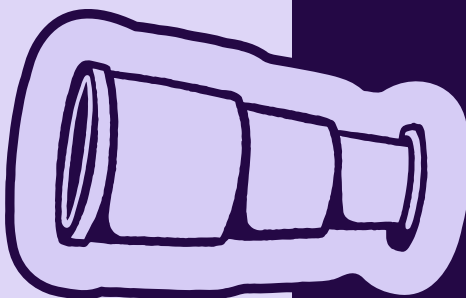


The latest trend coming out of fashion week is IRL watch parties, mirroring similar shifts in music and entertainment and giving people front row access to usually gatekept catwalk shows. Fashion creator Lyas’s **live streams** during fashion week are so popular that they’ve taken them to cities around the world. Sponsors like the British Fashion Council have got on board and the atmosphere and fan passion have been likened to that of watching games in sports bars. If there’s a community, there’s a club.

Trend: The town square

ARE WE LOSING THE SELF TO SURVEILLANCE?

Authenticity is on the endangered list



Remember when sneaking out, chatting to strangers, or simply just texting was just part of life? For today's crowd, those **"low-stakes mischief"** days are basically extinct. Why? Because everyone's got receipts. Between **Life360** keeping tabs for parents, **Ring cameras** watching the block, phones filming everywhere we look and friends ready to **screenshot** your every typo, there's hardly a chance to put yourself out there, to be messy, silly, or even to embrace the cringe.

It feels like our peers are policing us, our devices are documenting us, and now wearable tech like **Meta's smart glasses** are taking it up a notch. Livestreaming from your face? **Recording hands-free at brunch?** Sure, it's fun to watch from a first-

person perspective, but the privacy line is becoming **uncomfortably blurry**. Influencers getting unknowingly **rage baited**, a woman discovering her waxer **wearing Meta glasses**, Reddit threads exposing **predatory behaviour**, these aren't isolated incidents, they're a glimpse of a culture where someone is always watching.

Nowadays it feels like we're always on stage, there is a constant pressure to be aware, and even to perform. Fear isn't just rejection anymore, it's being immortalised online as "that person." Does this mean we are losing our unfiltered selves, or just learning to protect ourselves by performing in a world that never stops watching?

Popular TikTok foodie Elizabeth Eats NYC defends recording servers with Meta glasses: 'Get off your high horse'

Image: [NY Post](#)



TRENDING

"Dude was ragebaiting me in person": Pokimane issues a "warning for the ladies" after being harassed and recorded by a man wearing Meta glasses

"I don't understand WHO thought camera glasses were a good idea."

Charlotte Colombo

Updated on September 22 2025 7:55 am CDT



Image: [Daily Dot](#)

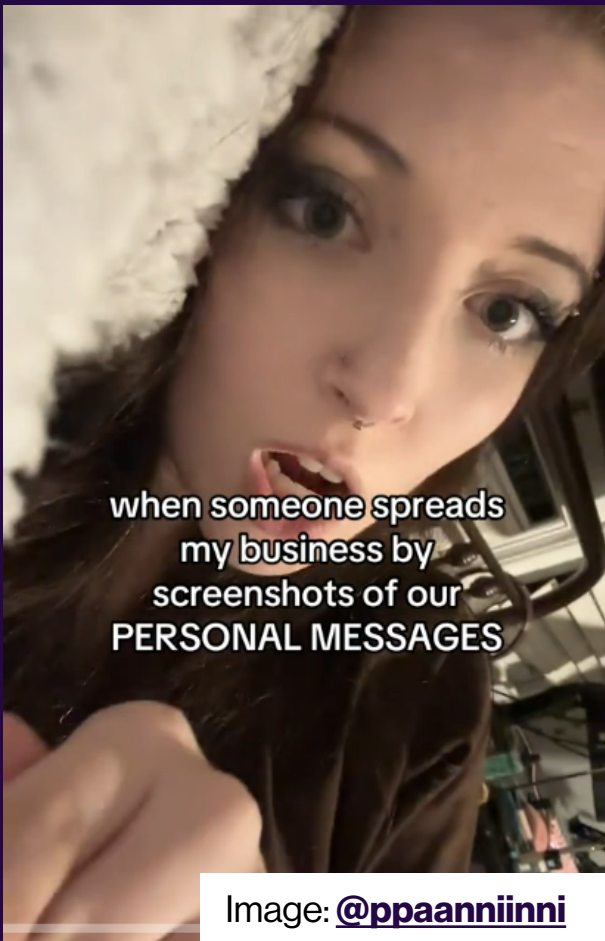


Image: [@ppaanniinni](#)

Weber Forecast Insight

Audiences are looking for a safe space for self-expression. This isn't about policing behaviour but creating moments where audiences can have fun without fear or judgement.

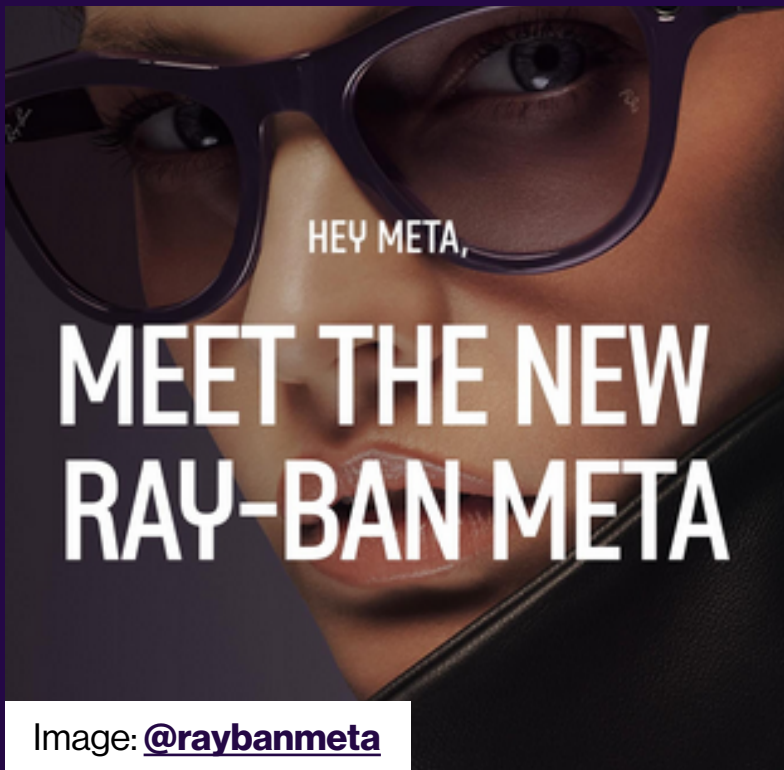


Image: [@raybanmeta](#)

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

