

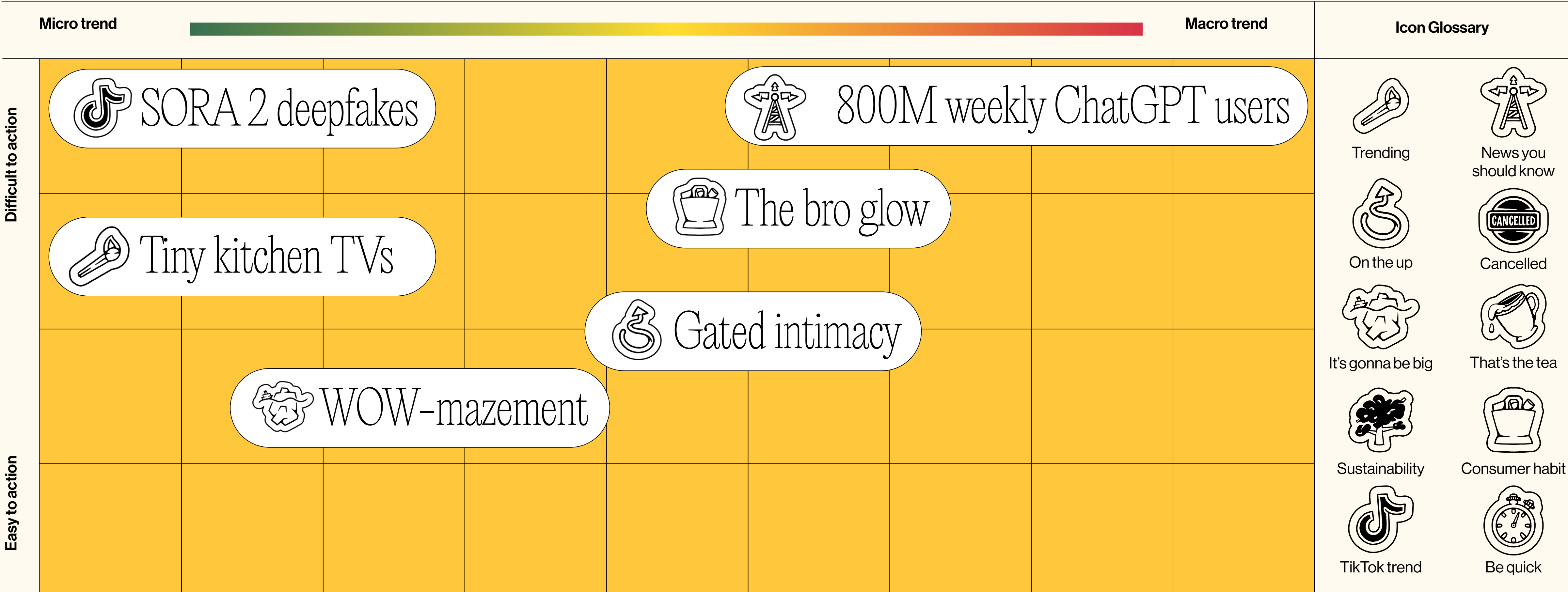
WEEKLY TRENDS REPORT

Friday 10 October 2025



Pictured: Envato

THIS WEEK'S FORECAST



FOR YOUR INFO

This week's dates & microtrends



TikTok trends

Scarily realistic deepfake content is spreading after [the release of Sora 2](#). No face is safe.

He really wants his second Oscar. [Leonardo DiCaprio did TikTok lip-syncs](#) to promote his film.

ICYMI

Pay to remember dog ear filter selfies. [Snapchat to charge users](#) to store their memories.

Fans aren't happy after finding out [Lebron James' Second Decision](#) was just an ad and not his retirement announcement.

Phrase of the week

'[Imbotster Syndrome](#)' Writing too corporate will get you accused of being AI.

Tea of the week

The [W.N.B.A pay disparity dispute](#) led by the speech of [Napheesa Collier](#).

Digi update

[Instagram announces Rings](#), their version of awards but it's more YouTube play button than Oscar. (We still want one.)

ChatGPT has hit [800M weekly active users](#). That's the equivalent of the population of USA + Indonesia + Pakistan.

What we're loving

[Kpop Demon Hunters](#) has landed in *Fortnite*. Who wants to trio with us? Dibs Zoey!

Imagine *The X Factor* but there's more stakes and it's to promote wholesome music. The [Mexico Sings competition](#).

Established trends

[Gen Z's dating requirements](#) are becoming a huge checklist of viral terms and icks. Perfection or bust.

[Sugar daddies are struggling to keep up](#) with the economic downturn. We had to settle for a Zara bag instead of a Birkin!

On our radar



Black Phone 2 – 17 October
Roofman – 17 October
After the Hunt – 17 October



One Punch Man S3 – 12 October



Pokémon Legends: Z-A – 16 October



Tame Impala: Deadbeat – 17 October
Sudan Archives: THE BPM – 17 October

Insights of the week

Fight our 7 evil exes. [The 'Narcisphere' is vilifying](#) our former lovers.

[Give VGHS](#) their flowers. [YouTube is finally making its mark](#) in Hollywood.

Weekly doses of cute

The Maison Margiela [kids' orchestra](#), [cat business class](#), and [smiley dog](#).

Rising trends

Candy Crushing IRL. [Loud, fancy candy is all the rage](#) for sweet tooths.

[Condiments are having their moment](#). We would die for our 10 bottles of ketchup variations.

The future

One step closer to *Astro Boy*. Robots have [learnt how to make human babies](#).

Stat of the week

[More than 100 million people](#) (15 million are children) use e-cigarettes.



TREND TRACKING



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

Gated intimacy



Not enough to watch your fav celeb on screen? New apps are profiting off (depending how you view it...) parasocial relationships, bringing celebs closer to fans than ever before. **Bubble** is a Korean app that's been **facilitating direct messages** between K-Pop idols and fans around the world for the past five years, having really taken off as Gen Z show a preference for communicating via private messaging platforms rather than public forums. The trend meets the ever-growing demands from fans to be closer to their idols, fuelling parasocial relationships. It follows the rise of more intimate events, like **listening parties**, as celebs lean towards gated intimacy, recognising that today's fans will pay for connection or recognition over physical merch.

Trend: Parasocial relationships

The bro glow



In 2025, more young men than women in the UK had "tweakments" – Botox, fillers, collagen-boosting treatments – according to **Barclays' 10 Years of Spend report**. The biggest shift has come from redefining it as vanity to performance metrics, helping improve your presence and confidence at work, in the gym or dating. According to **The Times**, "Traders, lawyers, and executives describe procedures as a way to offset stress, sharpen confidence and stay competitive both professionally and socially. The "bro glow" reflects a wider cultural recalibration: masculinity is no longer in conflict with aesthetics." As men embrace aesthetics as a tool for performance, cosmetic treatments have been reframed from self-importance to self-advantage.

Trend: Evolving masculinity

Tiny kitchen TVs



The latest nostalgic trend is the tiny TV in the kitchen. The one that only plays limited channels or DVDs. According to the NYT; "The return of the so-called kitchen TV speaks to a **cozy aesthetic that valorizes 1990s/early 2000s nostalgia**, a move away from open floor plans and a hunger for retro tech and physical media." We've seen this trend play out on social, as creators share how they've **recreated their childhood kitchens** in their own homes, with some even going as far as making 90's TV dinners like **shake and bake chicken** to take them back to simpler, somewhat quaint times. We've seen the rise of CDs, could DVDs be the next big physical media comeback?

Trend: The soft life

Magicians Are So Back

According to TikTok, they're a must-have at parties right now. But we should unpack why, for a while, society seemed to forget that watching a card disappear is actually awesome.

Image: [Cosmopolitan](#)



Image: [@hasainiboothe](#)



Image: [@taylorswift](#)



Image: [@genoploegermagic](#)

Weber Forecast Insight

Embrace the wonder. People want to be amazed! Mix a little magic, stir in some creativity and top it off with some escapism for a winning PR recipe. When your brand can leave audiences in awe, that's not just clever but actual sorcery in today's media landscape.

This week's long read



WOW- MAZEMENT!

The collective craving for amazement is alive and well



Searching for that WOW moment? You're not alone. With Gen Z reporting record **low levels of happiness**, it seems that now more than ever, we're on the lookout for something to spark joy and wonder.

In a world of tech and digital distractions, magic is having a renaissance. From **private hire magicians** to Gen Zs showing off their **sleight-of-hand tricks**, people are finding new ways to add enchantment and good old-fashioned showmanship into their lives. 24-year-old magician from NYC, **Nadav Roet**, said it best in an interview with Cosmopolitan; "Kids get to wonder all the time. At that age, we're allowed to be in awe, but as adults, not so much". This quest for wonder doesn't stop at TikTok trends and magic tricks though. It spills over into how we spend our hard-earned cash.

For a while, authenticity ruled the playbook. Now in the age of doomscrolling and societal unrest, we are **embracing fantasy to escape**. Take the **'romantasy' boom** amongst bibliophiles (ACOTAR fans we see you) or surrealism's **Rococo revival** on the runway to distract us from bleak, everyday life. Even in music, Taylor Swift's highly anticipated *The Life of a Showgirl* album was set up to amaze with her **old Hollywood showgirl fantasy** album aesthetic. However, **the verdict is still out across** the internet whether her fans are 'amazed' or 'disappointed' with the actual music...

This search for amazement isn't just a trend. It's a feeling that we, as a society, are obsessed with right now. We don't just want products or campaigns. We want experiences that whisk us away from the everyday and plant us into the extraordinary. If you can amaze, surprise, and leave people wondering, then you've worked your magic.

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Workshops

Our own '**Culture Collider**' workshop methodology approaches briefs through the lens of cultural trends to help teams create culture first ideas.

Pictured: iStock

