

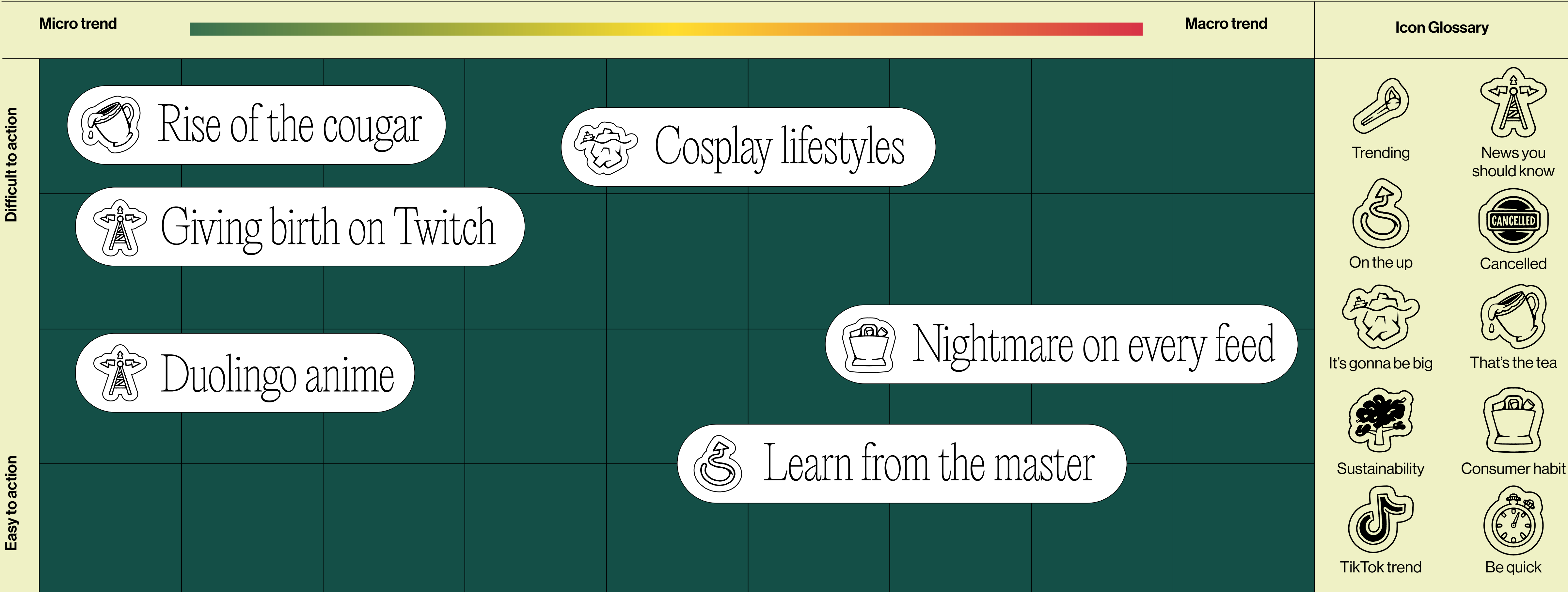


# WEEKLY TRENDS REPORT





# THIS WEEK'S FORECAST



# FOR YOUR INFO



## This week's dates & microtrends

### TikTok trends

Find a traffic light and hang off it to the [17-year-old song, Maui Wowie](#).

A goods-splitting economy, '[will you split a Costco pie with me?](#)'

### ICYMI

After 8 hours, Fandy gave [birth in front of 50,000 viewers](#) on Twitch.

The best way to learn Japanese. Duolingo has their [own anime now](#).

### Digi updates

Giving your mother a heart attack. The [AI homeless man prank](#).

How the internet is [sculpting young boys into 'men'](#).

### Phrase of the week

"[Le Creuset is cheugy](#)". The once reputable Dutch oven has moved away from Buy-it-for-life to mystery boxes.

### What we're loving

Nintendo ventures into animation [with its short films about Pikmin](#). We would die for a Luigi ghost hunting anime.

Dancing with our ancestors. Raving at [a 200-year-old heritage site](#).

### Tea of the week

Tripping down the rabbit hole. An [investigation into the Swifties fandom](#).

### Established trends

There's no such thing as an [industry plant](#)? Explain [Mr Fantasy](#). (We love him...)

Who will you give £20? Crowdfunding has become [an overcrowded market](#).

### Insights of the week

What happens in Vegas stays in your pocket. The [dangerous appeal of gambling apps](#).

Replacing the dunce hat, students are [being sent on hikes](#) instead of detention.

## On our radar



Ninja Gaiden 4 – 21 October



IT: Welcome to Derry – 26 October



LE SSERAFIM: Spaghetti – 24 October



Springsteen: Deliver Me from Nowhere – 24 October

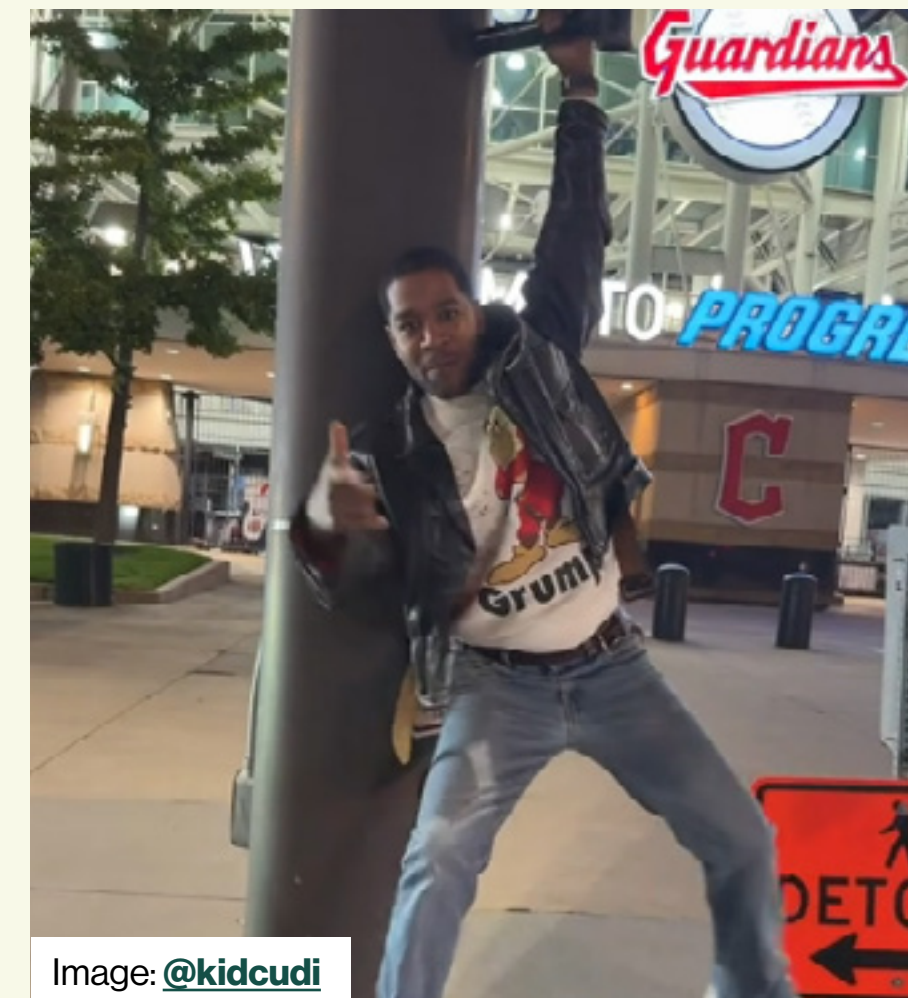


Image: [@kidcudi](#)

### Weekly doses of cute

[Indy the dog](#) asking to be at the Oscars, the return of [Clair the dino](#) and [nature's Labubus](#).

### Rising trends

Going to war for Napoleon or going to work? [Military jackets are the next fashion staple](#).

Your linguistics degree isn't useless anymore! The [corporate world is seeking translators](#) to connect with Gen Z.

### The future

[Live shopping's next market](#), vintage clothes.

### Stat of the week

[80% of employees](#) say their workplace is toxic. Not what Britney wanted.

### One to watch

The sports event of the year. The [Grand Sumo Tournament](#) at Royal Albert Hall.



Image: [Duolingo](#)

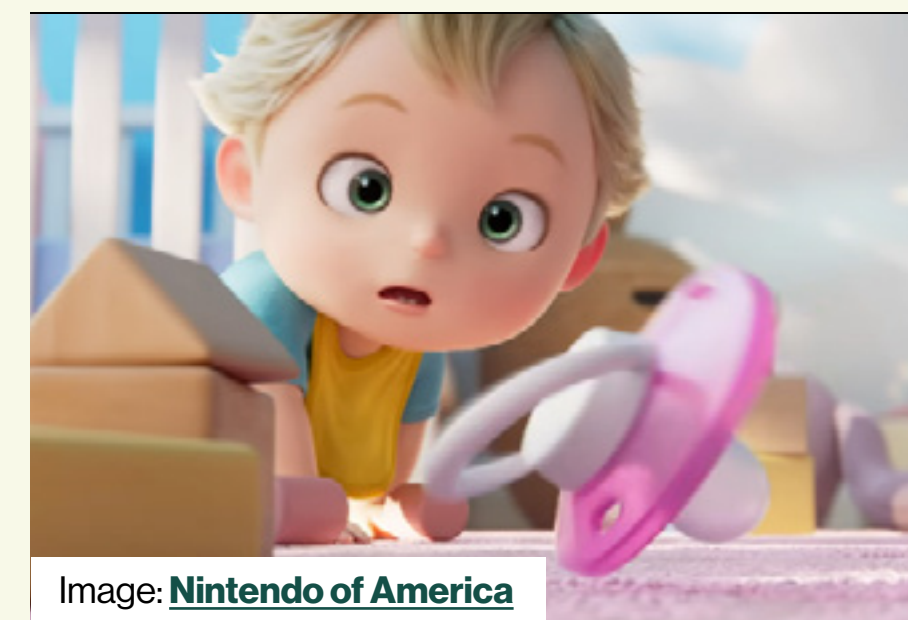


Image: [Nintendo of America](#)



# TREND TRACKING



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

## Learn from the master



Gen Z's love affair with craft shows no signs of slowing down, with the Guardian [declaring](#) that analog skills are "like medicine" for the overstimulated youth. Doing things with your hands builds self-esteem and value, and brands are starting to catch on by providing learning environments for tactile crafts. The latest is a collaboration between Netflix and director Guillermo del Toro, who have cocreated a [studio for stop motion](#) – the furthest away from AI you can get. It's also popular among fashion houses, with both Louis Vuitton's [Ateliers](#) and Bottega Veneta's [academy](#) offering workshops introducing traditional crafts.

**Trend: Modern classics**

## Rise of the cougar



The sugar daddy economy might be [drying up](#), but cougars are taking off. Swings and roundabouts! As dating prospects dwindle, millennial women are turning [to #CougarTok](#) to [celebrate age-gap relationships](#), praising younger men as more open and less jaded. Comments on posts range from supportive to sardonic ("God forbid a girl loves to babysit!"), reflecting a cultural shift in how age dynamics are seen. Recent films like *Baby Girl* and *The Idea of You* have further flipped the script, reframing the older-woman/younger-man trope for a new era that sees age as an asset, rather than a liability.

**Trend: Mind the gap**

## Cosplay lifestyles



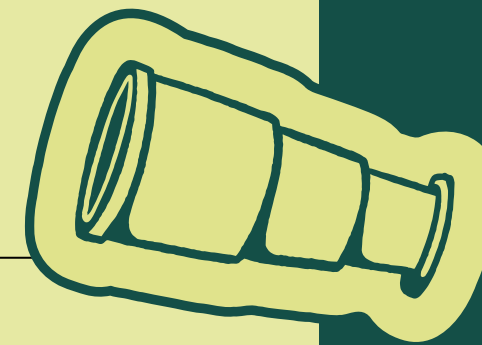
Once reserved for fan events, cosplay is emerging into mainstream culture. Fashion brands like [Yaku Stapleton](#) merge cosplay fantasy with everyday street wear, bringing playful touches like dragon tail hoodies to wardrobes. Cartoon-inspired beauty is also trending, with the Times including [manga lashes](#) as one of the year's top trends, and UK-based nail artist [Lydgia Semple](#) observing a rise in cutesy character-driven nail art. [Hello Kitty mani](#), anyone? What's clear is that people are taking inspiration from gaming, film and digital communities and turning it into a form of carefree self-expression.

**Trend: Permission to live out loud**



# NIGHTMARE ON EVERY FEED

The spectacle has reached new heights, yet the heart of Halloween is still creativity



Once upon a time, all you needed for Halloween was an old bedsheet, pair of scissors (sorry Mum) and a selection of terrible jokes for your neighbours to fake-smile to. Now? If your costume wouldn't get you accidentally submitted to A&E, are you even trying? Somewhere between our sheet ghosts and **prosthetic bullet wounds**, Halloween traded simple spooks for high-value shock factor.

Our feeds are crawling with realistic '**mice stews**', **missing posters** for your friends (just for fun!), and makeup tutorials that should come with a **parental advisory**. The iconic symbol of Halloween, the Pumpkin, has gone full extreme-makeover mode. With **12-mile queues of 20,000 eager pickers**, to professional pumpkin carvers charging £300-£1500 for masterpieces **worthy of a horror film** rather than your front door.

Childhood whimsy has met shock factor, and we can't stop watching. We used to play at being scared, now we stage elaborate scenes, swipe through **serial-killer cosplay** and obsess over **themed décor**. Theme parks have even gone from rickety ghost trains to full blown **horror movies** (we won't be able to sleep now, thanks Six Flags). Somewhere along the way Halloween horror went from playful to blood curdling, but at least we can say that imagination is still the guest of honour.

Halloween has grown, gotten louder, and maybe a little gory, but creativity is still alive in every DIY costume, every glowing pumpkin, every shared scare. This year, let's celebrate the joy of pretending, crafting, and laughing together, or should we say screaming?



## Weber Forecast Insight

Even as Halloween has become more extreme and performative, audiences still crave creativity and DIY fun. Leverage this by enabling playful, imaginative experiences rather than just selling spectacle.



# 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

