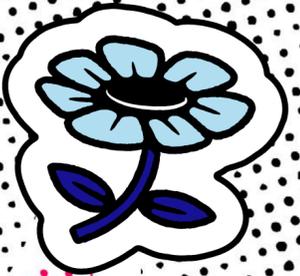


WEEKLY TRENDS REPORT

Friday 14 November 2025



THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

Difficult to action

Easy to action

Difficult to action	 Skin care for kids	 Womanosphere
	 Consumers against consumerism	
Easy to action		 Ascension Pop
		 Vicarious leisure
		 Collectible chaos



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

Are you reading this as a [LTN or an HTN?](#)

[The Zen-do](#). Touching moss while sipping sangria sounds much more fun.

ICYMI

[Mason Thames](#), an actor, starred in three No.1 movies in one year. The first since Jim Carrey.

Don't need to ask Grandpa for his collection anymore. [Playboy makes a return to print](#).

Phrase of the week

["The forehead kiss of doom and despair"](#). This display of intimacy is now seen as a sign of incoming ghosting/breakup.

Digi update

The vibes are AI. [Vibe coding](#) was chosen as Collins Dictionary Word of the Year.

What we're loving

Putting the EAT in Death. [Ignacia Fernández won Miss World Chile](#) with her [death metal performance](#).

Our dream weekend. [Faye Webster's weekend invitational](#) of tennis, chess, yoyos and music.

Established trends

[Gen-Z are romanticising cigarettes](#) again. What happened to wellness?

[Stop trying to understand teen slang](#). There's nothing wrong with being out of touch!

Insights of the week

[Vicarious leisure](#), young people are cutting back on daily indulgences to afford big statement pieces. We are starving for Miu Miu.

The [literary world is having a major fashion moment](#). Being called a book nerd is no longer an insult.

On our radar



Wicked: For Good – 21 November



Kirby Air Riders – 20 November



De La Soul: Cabin in the Sky – 21 November
Stray Kids: SKZ IT TAPE: DO IT – 21 November

Tea of the week

Shay Mitchell's [controversial skin care for kids](#). What's next? Doing taxes at 5? Ferraris for tots?

Weekly doses of cute

[Paddington dog](#), [dramatic cat](#), and [Carrot the cat](#).

Rising trends

The hot new job? [Working for a billionaire](#). There are plenty to work for.

Easter came early. Religion is infiltrating pop culture with [faith-based music](#) and ["in" ironic fashion](#).

The future

Will [AI ever be able to manage e-mails](#)? Who else is going to read and reply to our unread 648 e-mails?

Stat of the week

[43% of Gen Z opt for YouTube and TikTok](#) for their media and news consumption.

Ones to (hopefully) watch

An agonising wait. [KPop Demon Hunters 2 to release in 2029](#) and [GTA 6 got delayed again!](#)

Two icons. A [Miss Piggy movie](#) and [Roblox's Grow A Garden movie](#) is in the works.



Image: [@fayewebster](#)



Image: [@obviouslyteddy](#)



Image: [@Ignacia.fdez](#)

TREND TRACKING



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

Ascension pop



Ascension pop is the uprising against the machine we didn't know we needed. While AI cranks out soulless sludge, the pop girls are responding with divine drama and human chaos. With Charli XCX stating that her next album will be stripped back, possibly **include strings** and will be 'inherently different to 'Brat' and Rosalía describing 'Lux' as a **'human album'** that rejects the use of AI (or digital production at all). They have either created or are creating music that unapologetically gives us goosebumps through the use of classical techniques, a human talent that AI cannot do.

Trend: Modern classics

Collectible chaos



Who knew capitalism could be this cute? Fans queued at dawn and resale **prices soared** like our heartrate after too many espressos. From \$30 to \$500 on **eBay**, collectible culture has reached peak terrifying with Starbucks Bearista. Who needs a Birkin Bag when a cutie with a beanie is available at your local coffee shop? Customers were **breaking mugs** to reach them, and employees were hiding them to cop one themselves. Apparently, the hottest commodity isn't coffee, it's a bear cup with a tiny beanie.

Trend: Collecting buzz or collecting dust

Womanosphere



It starts with a skincare routine and ends with a worldview. Beauty and lifestyle influencers are **quietly layering politics** onto self-care, beauty, fashion and interiors. While outwardly apolitical, many subtly reinforce ideas about traditional gender roles, distrust of government, anti-"woke" sentiment, or conservative values. Turning teenagers scrolls into a soft entry towards an alt-right pipeline. The more interaction, the more the TikTok algorithm amplifies it, proving that influencer culture is as much about shaping beliefs as it is about likes and engagement.

Trend: Not so wellness

Image: @TheNewYorker

IT'S COOL TO HAVE NO FOLLOWERS NOW

As social media has become older, more manipulable, and more automated by artificial intelligence, flouting online popularity has gained a new cachet.



Image: @justjoelee



Image: @ParamountPlus

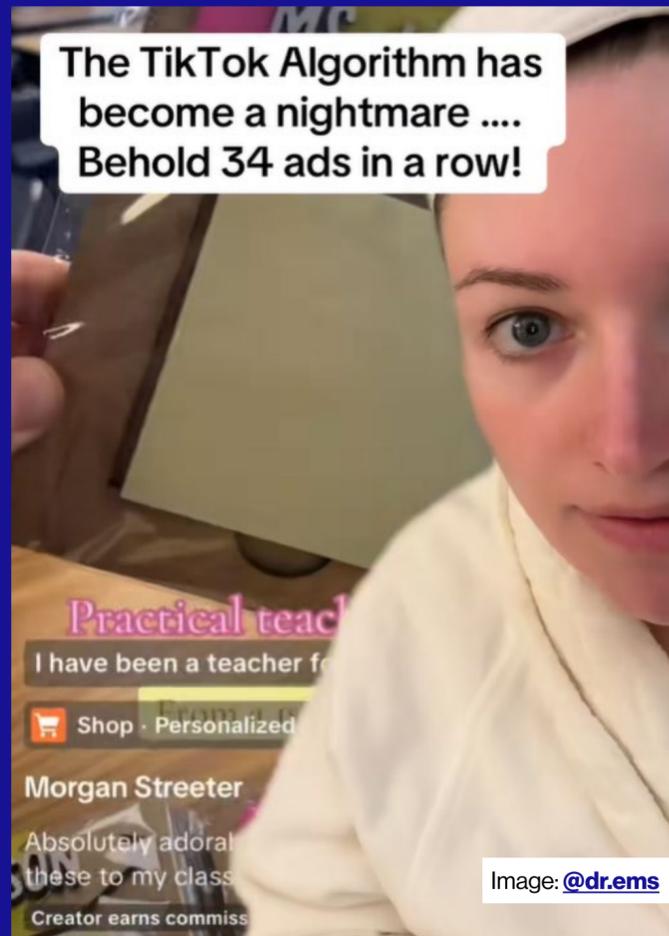


Image: @dr.ems



Weber Forecast Insight

Consumers are rejecting performative, product-heavy content. Brands should consider subtlety, vulnerability and letting users narrate experiences for themselves. Embrace humanity, and they'll want to hug you right back.

This week's long read



CONSUMERS AGAINST CONSUMERISM

We've entered our 'The Truman Show' era

Remember when consuming was for fun, not funnels? These days, every social post, TV show and even movie is wrapped in a brand deal. Bots, burnout and boredom have exposed the hollowness of performative culture. **The Truman Show** has become real life.

Deinfluencing has been around for a while, but mentions are up **79% this year**, mirrored by the collective eye rolls at the product placement in **Nobody Wants This**. Audiences are growing tired of the **algorithmic sameness** of scrolling through feeds and being pummelled with product placement, it's leaving them hungry for something messy and **genuinely human**. The lo-fi internet of the **2010s is back** because it feels grimy and real (we're currently panicking that we can't remember our **Tumblr** password). Brands are picking up on this cultural itch,

including Hinge's **quiet approach** to social (absent from feeds but **paying their community** to do the storytelling) by embracing humanity, with all our quirks and imperfections.

The reaction? Suddenly, the new status symbol isn't **how many followers you have**, it's cultivating a real audience and not creating something because it will please others, or brands, but because it will please yourself.

From recording your **niche hobbies** to **hap dash carousels** that make you smile, we're seeing culture stepping back from curation and leaning into **what's real**. Audiences want emotion, not optimisation or spectacle. But, of course, even being anti-performative can become performative... and the trend cycle starts all over again.

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: iStock

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