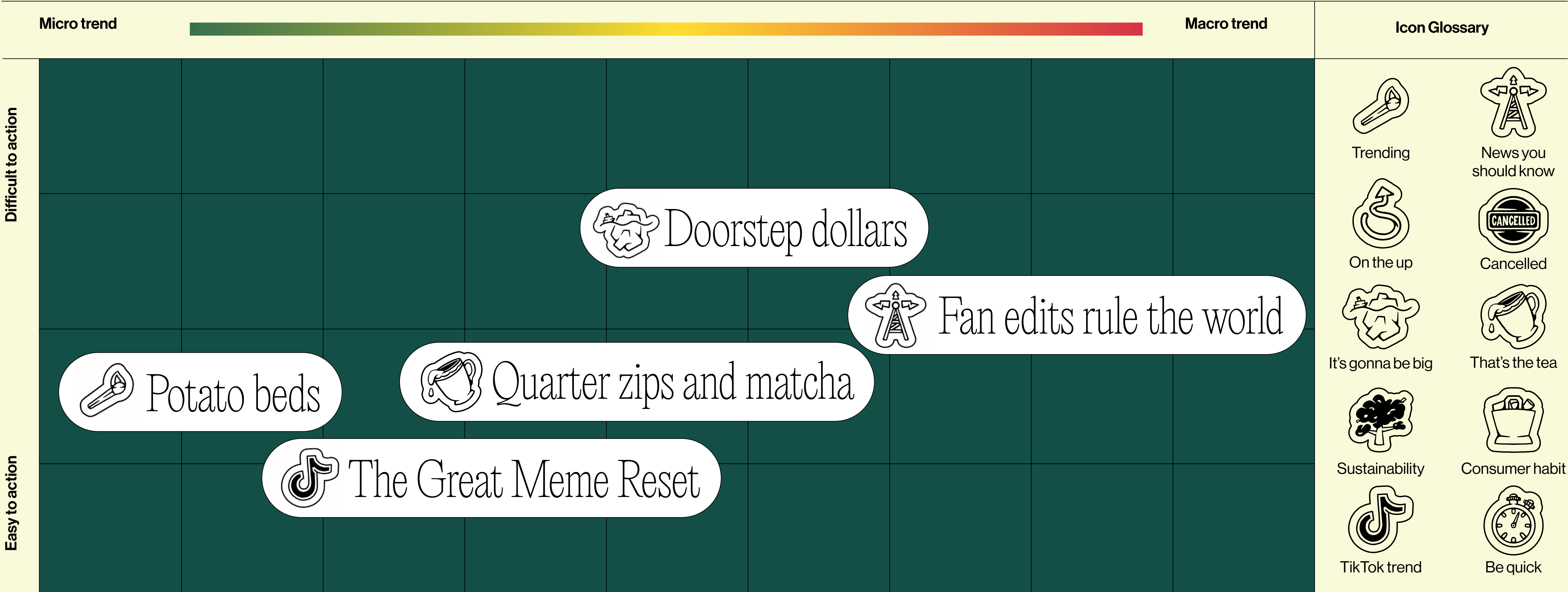


WEEKLY TRENDS REPORT



Friday 21 November 2025

THIS WEEK'S FORECAST



FOR YOUR INFO

THE WEBER
FORECAST



This week's dates & microtrends

TikTok trends

Is your Q4 looking like a success? Time to celebrate at [Build-A-Bear](#).

From Pilates to Hyrox there's always a new fitness trend, except err...this one you can do at [home](#).

ICYMI

[Vine is back \(kind of\)](#) and it's banning AI slop.

Is fashion an artform? The Met says yes. The Costume Institute is unveiling [Costume Art](#) in May.

Phrase of the week

'[No, a Potato in Your Sock Will Not Cure Your Cold, You Lunatics](#)' We're still convinced an onion works.

Digi update

The website that defends other websites from malicious attacks experienced an unidentified problem, which is...[concerning](#)?

Tea of the week

Time to put down the Nike Tech, we're [quarter zip dudes](#) now, we're elegant and classy.

What we're loving

The annual [Drag Rugby](#) event between Diff Drag and Cardiff Lions RFC, all to raise money for a children's charity.

Established trends

[Nostalgia is going nowhere](#), trend cycles used to be every 20 years, but TikTok has turned it into a 6-month rotation of Grunge, Y2K, 70s punk, 90s chic and every trend in between.

Rising trends

Gen Z is ditching the [9-to-5 grind](#) and diving into private staffing, because as the mega rich multiply, someone's got to run their empire for them.

On our radar



Zootopia 2 – 26 November

Wake Up Dead Man: A Knives Out Mystery – 26 November

Megayachts, dog poop, and NDAs

Gen Z is fleeing white-collar jobs and working for billionaires as nannies and personal assistants.



Image: [@Business Insider](#)



Image: [@JakeKrantz](#)

Insights of the week

All aboard! [Cruises are back in fashion](#) with a fifth of 25- to 34-year-olds taking a cruise in the past 12 months in the UK and American households spending an average of 9% more on cruise holidays in September.

Gen Z is leading the sharing movement with 97% saying they'll [share their plate](#), and 94% of all diners following suit.

Weekly doses of cute

Sometimes you forget your age when Mum has a delicious [snack in her bag](#).

Everyone stop what they are doing, [Mustard](#) would like to show you their new outfit.

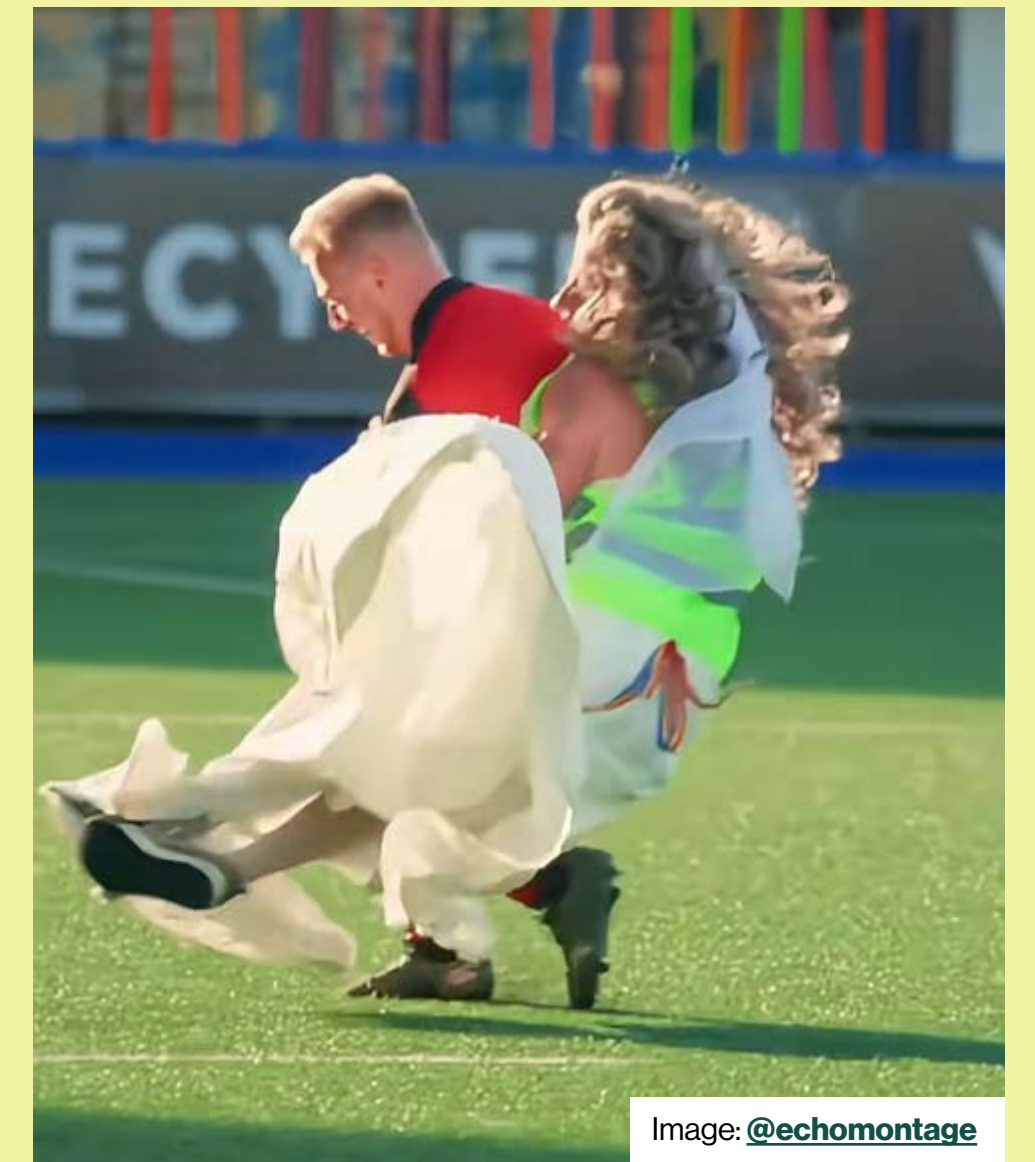


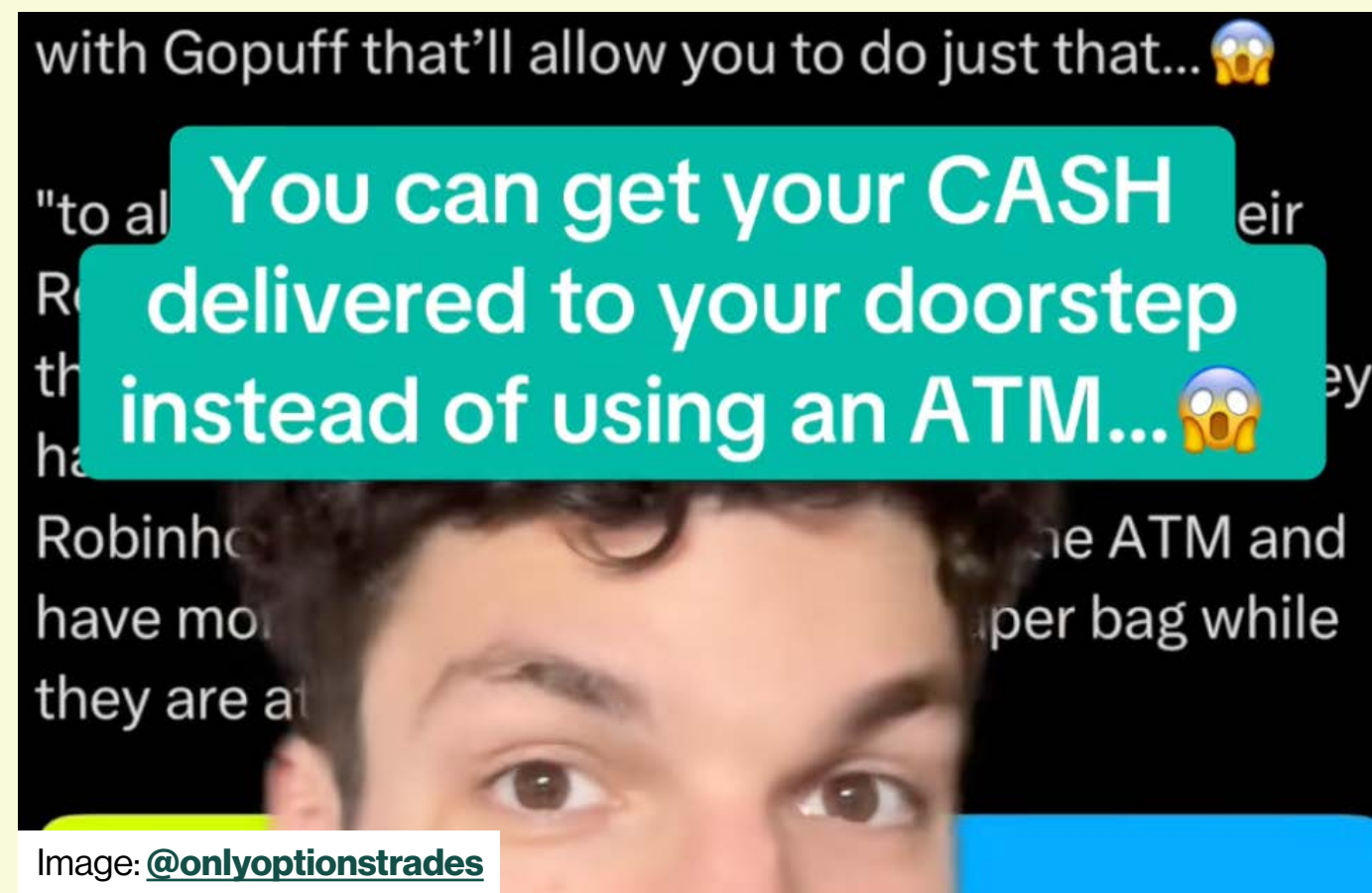
Image: [@echomontage](#)

TREND TRACKING



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

Doorstep dollars



Brokerage company Robinhood has partnered with GoPuff in the US to offer **cash deliveries to your door**. According to the brand, it “plans to deliver cash in a sealed bag straight to your door, charging a \$7 delivery fee (or \$3 if you’ve got over \$100,000 worth of assets invested with Robinhood).” How they are going to guarantee it’s secure is yet to be seen. The world is increasingly frictionless, and anything can now be delivered straight to you at the click of a button. If it’s a success, we bet legacy banks will be quick off the mark to copy, or risk being left behind.

Trend: At your inconvenience

The great meme reset



Nostalgia has come for the memes! This is a trend (or mindset?) that’s been slowly taking over our FYPs the past couple of weeks. Young adults are hoping to enter 2026 with a hard reset – including their social feeds. A collective **return to peak 2016-era memes** like Harambe, Dat Boi and Ugandan Knuckles is being called upon – an antidote to overstimulating, nonsensical AI slop and the so-called 2025 “meme drought”. What it does signal is that we’re all tired of having to forensically scrutinise content to see if it’s genuinely real and instead want to return to simpler and sillier times when we all came together over a gorilla. Long live Harambe!

Trend: Return to simplicity

Potato beds



This sounds very appealing (sorry). The latest sleep trend to go viral has been dubbed “**potato bed**” and tbh it’s an improvement on bed rotting. It involves creating a den in your bed by flipping the sheet upside down and lining the elastic edges with pillows and blankets to form soft rounded walls, providing a space you can literally climb inside. It’s a trend that’s ripe for recreation, with TikTokers **sharing the ways** they’ve personalised their potato beds, including with scents, cushions, cuddly toys and even pets. The trend highlights rest as an intentional experience, moving from passive bed rotting to personalised comfort environments.

Trend: Sleep is the new status symbol

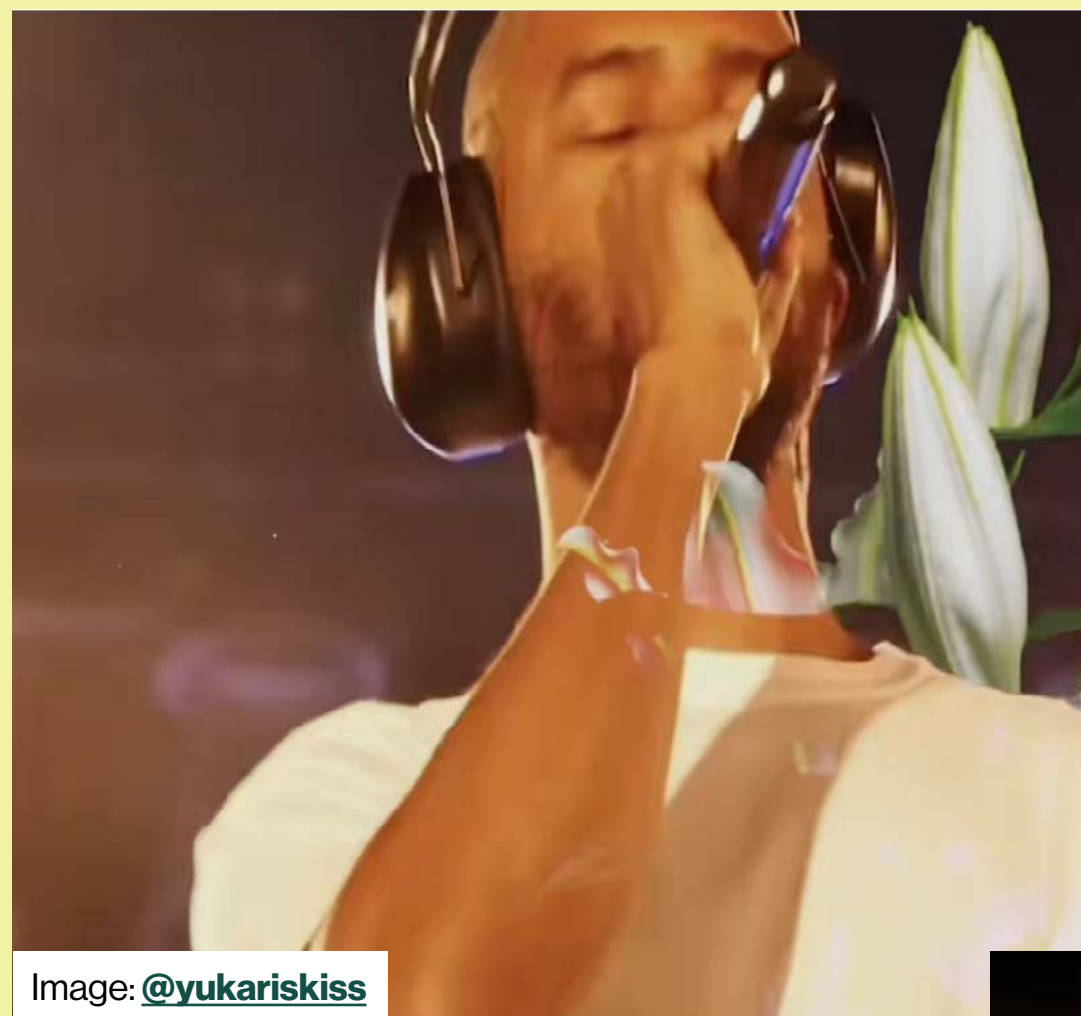


Image: [@yukariskiss](#)

Weber Forecast Insight

The desire to be seen and heard is being fulfilled with fan edits. It scratches the nostalgia itch while also introducing new fans to new communities. With Hollywood taking notice, it won't be long till we're all watching ads tailored to our interests.



Image: [@luke1047](#)

Meet the Greatest Artists of Our Generation (They're TikTok Fan Editors)

We caught up with the app's most creative stans to find out how and why they do what they do.

Image: [Cosmopolitan](#)



Why Lionsgate Hired TikTok Fan Editors to Market Movies

Image: [Variety](#)

FAN EDITS RULE THE WORLD



Gen Z Poetry



How do you capture the feeling of watching your favourite film/TV show? Or the talent of your favourite sports star? Or the lust you feel for your favourite celeb? You make an edit. CapCut has put the power of previously paywalled editing software in the hands of Gen Z, who have a little too much time on their hands.

Film and TV are the most popular subjects, offering a snapshot of popular culture that recontextualises your viewing experience. It could be an [edit of a childhood film](#), a [shipping mashup](#) or a [person's coolest moments](#). Hours of content are edited into neat 30 second clips, turning unwatchable 5/10s into [10/10 edits](#). Studios have taken notice and are using the format to market upcoming films as well as reintroduce vast back catalogues. [Lionsgate](#) and [HBO's](#) TikTok accounts exclusively post this style of edit.

Core edits are this generation's poetry: vibe-filled, visually pleasing aesthetic collages that capture a relatable feeling that can't be put into words. Thousands of comments declare "[I LOVE CORE CORE](#)" Or "[I am target audience](#)" – helping people feel seen.

Every couple of weeks, a new edit style drops and edit accounts all pounce to make their own version. The biggest this year was the '[Creed edit](#)', an easily adaptable format driven by sound and fast-paced cuts. It led to an [avalanche of incredible edits](#) and a [renewal of viewership of the 2016 film](#).

Edits aren't limited to one fandom; they can incorporate dozens and appeal to fans new and old. Seeing your interests reflected in these videos is what makes them so special. It's become a genre unto itself, to be shared and fawned over – a bite-sized escape from the increasingly out-of-touch and devastating world.

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: Unsplash

