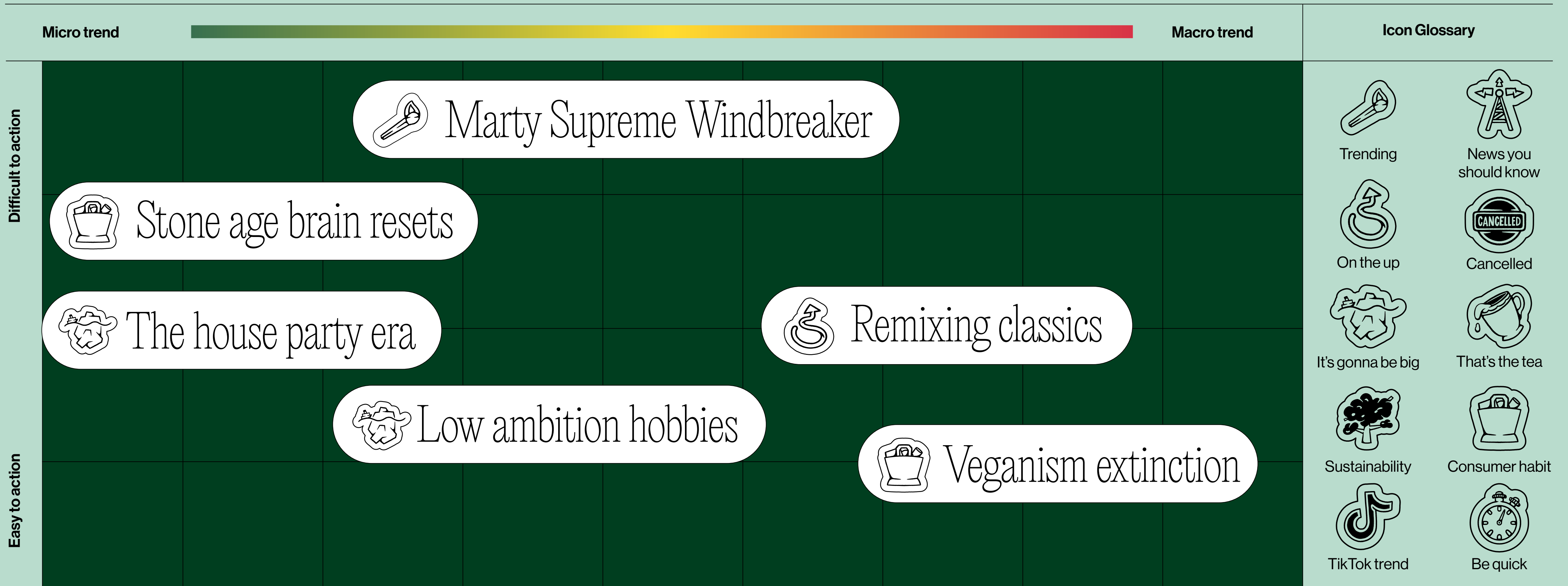




WEEKLY TRENDS REPORT



THIS WEEK'S FORECAST



FOR YOUR INFO



This week's dates & microtrends

TikTok trends

Madame Morrible flip it around Wicked Witch!

The **'So come on Superman say your stupid line' trend**. Ours is 'Have you seen this trend?'

ICYMI

It was in the stars! **Robert Irwin won Dancing with the Stars** 10 years after his sister Bindi won.

We're desperate to get our hands on **the Marty Supreme Windbreaker**. Size M, thanks!

Phrase of the week

"Hello, Horny Lit-Girl Winter". Get cosy and get ready for the upcoming slew of steamy book film adaptations.

What we're loving

Kill Bill gets a second life with an animated short in Fortnite.

Digi updates

The 2025 music apps year in reviews are all out! (**Spotify** & **Apple**) We're 0.001% of fans of *the Severance* soundtrack.

Watch out for the cutthroat, clout-chasing **world of children's smart watches**.

Tea of the week

The city that doesn't need sleep. South Korea is grappling with an **abundance of coffee shops**.

Established trends

Veganism is going extinct with meat consumption on the rise and alternative products disappearing from shelves.

Gen Z is treating cash like fake money and digital money as real money. Will we still need pockets in 5 years?

Insight of the week

Millennial men are prime targets for Gen Z daters as they shun their own generation.

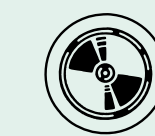
On our radar



Eternity – 12 December



Percy Jackson and the Olympians Season 2 – 10 December



Nas & DJ Premier: Light Years – 12 December



Metroid Prime 4: Beyond – 04 December
Octopath Traveler 0 – 04 December

Weekly doses of cute

Cat tunnels, **Peppa Pig balloon**, and **talking toys**.

Rising trends

Inflammation is being used as a buzzword for everything health related. What does it even mean?

Inside the evolving world of fandom explored **through AI**, **Luigi Mangione** and **Club Chalamet**.

The future

Are robots really the future? Or a pipe dream? All we want is a R2-D2 and not a C-3PO.

Stat of the week

American consumers spent **\$11.8 billion online on Black Friday**.

1 in 4 men believe **no one will ever fall in love with them**.

One to watch

Zootopia 2 is on track to join the billion-dollar club **with a worldwide opening of \$556 million**.

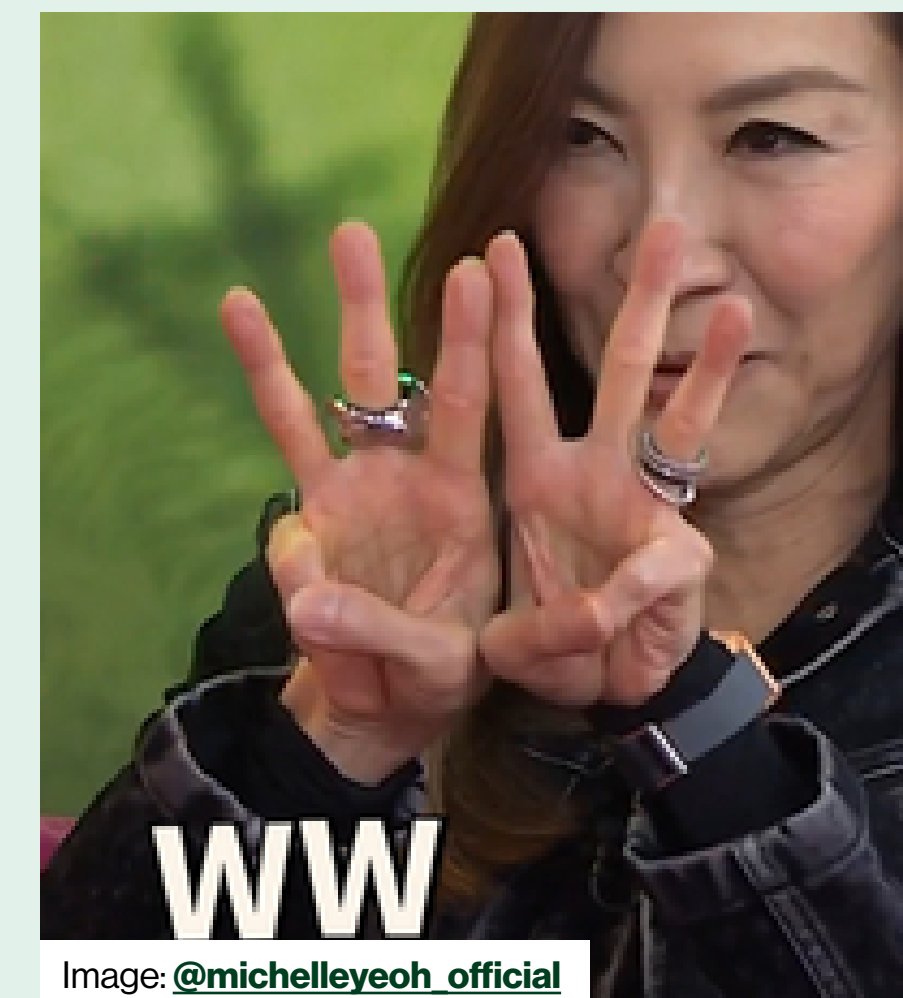


Image: [@michelleyeoh_official](#)



Image: [@robertirwinphotography](#)



Image: [@billnye](#)

TREND TRACKING



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

Stone age brain resets



Image: [@elverumfhs](#)

A growing number of young Norwegians are enrolling in **folk schools**. The 12-month curriculum includes learning how to pitch a tent, staying warm at minus 30°C and driving dog sleds. All activities facilitate a “stone age brain reset”, recalibrating the brain’s prehistoric programming and helping manage modern-day distractions. Unlike mainstream schooling, it’s less focused on outcomes and more around the ethos of “enlivenment” - truly living and experiencing life – as well as building community over individuality.

AI is **pushing** more young people towards skills-based trades, which could shake up the education system and see the folk school system expand to other countries.

Trend: Modern luddites

The house party era

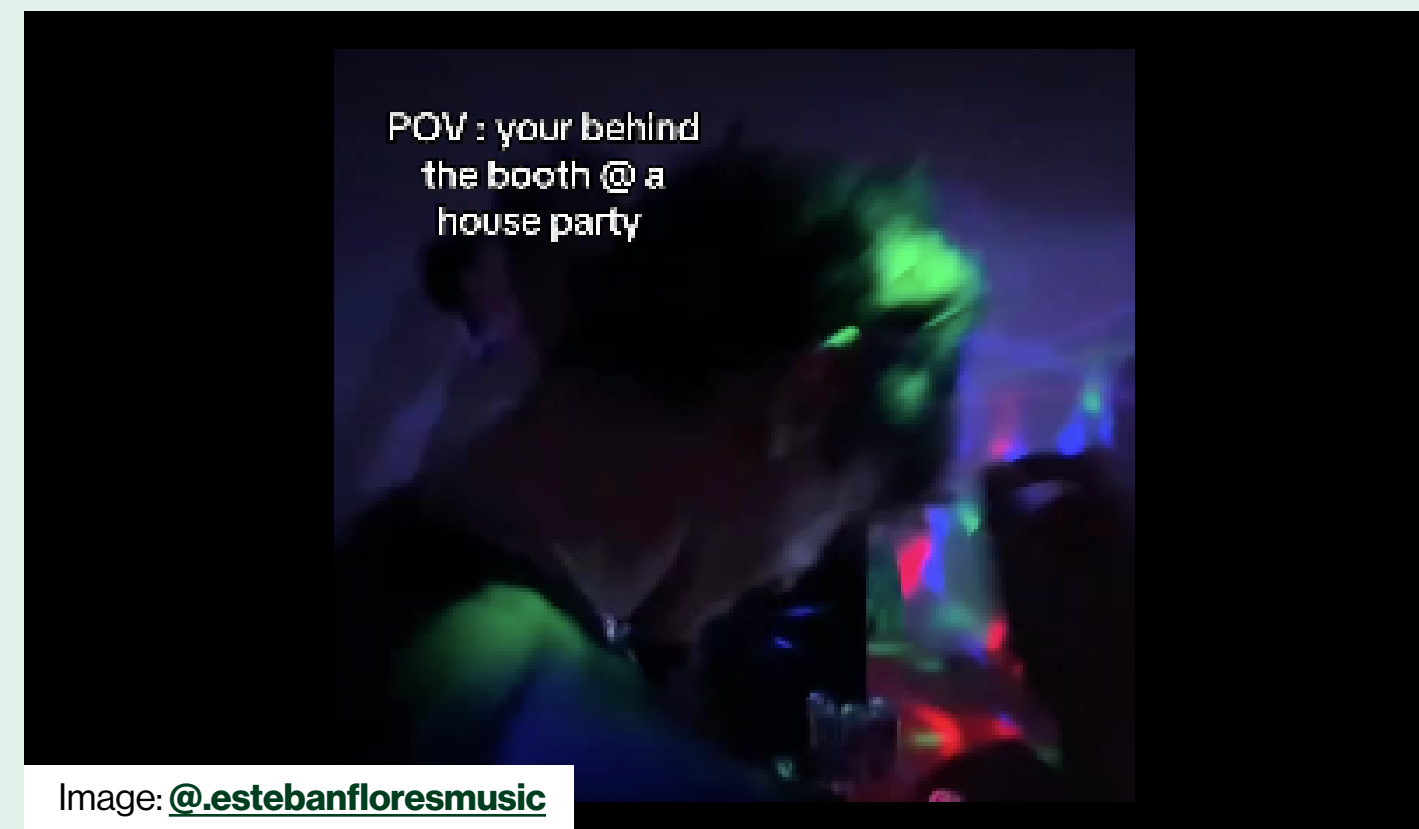


Image: [@estebanfloresmusic](#)

Gen Z aren’t going to clubs, but they are going to house parties. Research from the UK, Spain and France found **over a third** of young people think the best DJ set they’ve ever heard was at a house party and many aspiring DJs start out in the house party circuit. The rise of the bedroom DJ on TikTok has made smaller, invite-only gigs more desirable – it’s a form of cultural capital. Users share **POVs** from ‘behind the house party DJ booth’. As said by Dazed; “[young people] are drawn to the DIY and spontaneous nature of a house party”. It fits their low-key lifestyles, offers privacy and creates a space to call their own – very important for a generation relentlessly scrutinised.

Trend: Pobodys nerfect

Low ambition hobbies

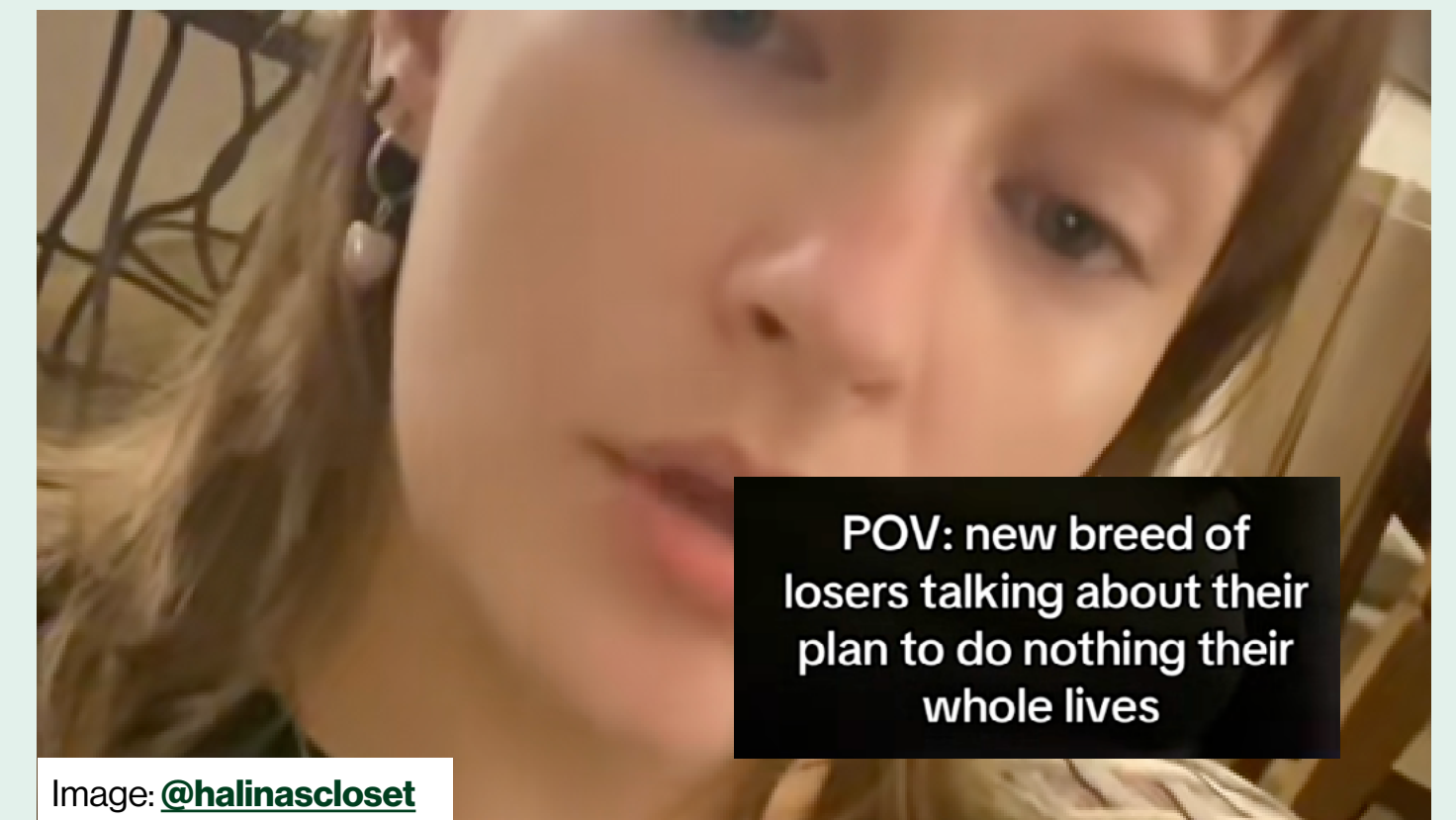


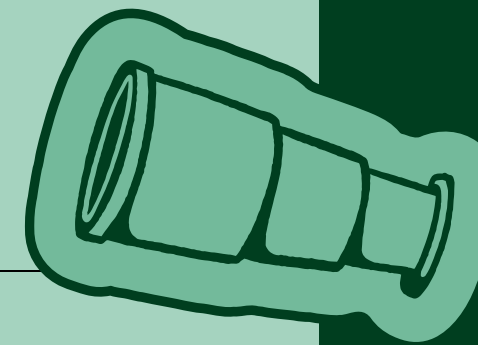
Image: [@halinascloset](#)

Last week, a 22-year-old Gen Zer went **viral** for her take on what she dubbed “puritan culture”, lashing out against the softer aspirations of some younger women who romanticise the soft life and want to be treated like “princesses” without the effort. While it was a very hot take that drew equal amounts pushback and praise, there could be some truth to it. 2025 was the year of the **grandma era**, where hobbies like knitting and baking from scratch reflected a slower pace and more intentionality. One trend forecaster puts it down to adapting to the current economic and social climate, saying; “This isn’t a loss of personality or ambition. It’s an adaptive move”, one where success is redefined not by achievement, but by leisure.

Trend: Nostalgic hobbies

REMIXING CLASSICS

English Lit syllabus is so back



We've entered the era of cultural déjà vu, where classics are suddenly everywhere. *Frankenstein* and *Hamnet* are already making waves, while remakes of *Wuthering Heights*, *The Odyssey* and *Pride & Prejudice* are poised to dominate next year's screens. Taylor Swift referenced Shakespeare, and Tame Impala's latest album channelled full gothic *Dracula* energy.

With half of Hollywood's slate reading like a liberal arts syllabus, myth and folklore are being remixed into a modern canon. High fashion may want to take credit with [Schiaparelli](#) naming its SS25 "Icarus" with corsets, dramatic draperies and romantic baroque. But like all great rediscoveries, TikTok got there first. Publishing houses are quietly re-releasing the classics with [BookTok-bait covers](#), daring us to fall in love with Mr. Darcy *one more time*.

And we'd be remiss not to point out how this revival dovetails with culture's craving for narrative clarity in a chaotic era – archetypes, quests, tragic flaws, curses...finally, storylines that make sense. [Mythology-core](#) makes our messiness feel ancient and cinematic.

Get ready for Mythology-core edits and Gen Z treating gloomy, [Byronic heroes like chaotic situationships](#). Off the record, we're just curious what the [architect behind Saltburn's infamous bathtub scene](#) will do with the doomed romance of Cathy and Heathcliff.



Image: [@frankensteingdt](#)



Image: [@TameImpala](#)



because I just had a look at the trailer for the 2026 adaptation

Image: [@FrederickAtkinson](#)

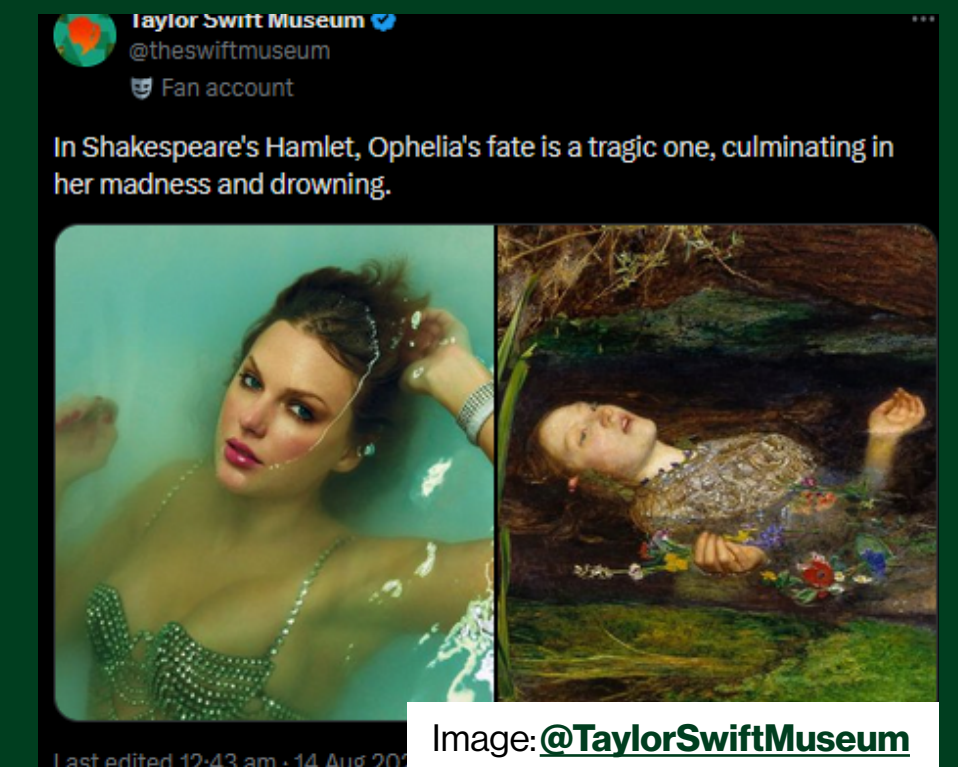


Image: [@TaylorSwiftMuseum](#)

Weber Forecast Insight

The resurgence of classics provides an opportunity for brands to anchor storytelling in timeless narratives around love, rivalry and family lore – dialing up the drama with cinematic content.

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

