

WEEKLY TRENDS REPORT

Friday 13 February 2026



THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

Difficult to action

Easy to action

 Raising rice cakes

 The Pankou button

 Mathletes are the MVPs

 An air of chalance

 Wanted: fan editors

 Winter Olympic influencers



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

Pose like Tom Cruise. The **'Computers' by Bobby Shmurda trend.**

The world class winter Olympics athletes are also great influencers. The **dessert of the event**, the **broken medals**, **silly dances** and **gear hauls**.

ICYMI

Overwatch 2 finally drops the 2 and becomes Overwatch. Also **Jetpack cat**, need we say more??

The **cast of SNL UK** has been revealed. Our invite got lost in the mail...

Phrase of the week

"Why the Future of the Movies Lives on Letterboxd"

The movie rating app is ushering in a new cohort of cinematic appreciators.

Digi updates

Discord makes the bizarre decision globally to require a face scan or ID for full access. We need Skype to make a return ASAP!

Doomscrolling addicts are using the **Brick device to block** social media apps.

Tea of the week

Flying solo. Young people are **cutting off** or **going minimal contact** with their parents.

What we're loving

Super Sentai, after 50 years, ends. We were always the Blue Ranger.

The **grass people** from **Bad Bunny's beautiful half time show**. We **agree with Elmo**.

Established trends

Women are increasingly going bald to challenge their beliefs of beauty and femininity. r/bald approves!

Older job seekers are hiding their ages on their CVs to improve their chances of being hired.

Insights of the week

Don't say it was us who told you. Viewers are **embracing the everything streamer boxes**.

The **Pankou button design is everywhere**. Pure historical swag.

On our radar



Hilary Duff: Luck ... Or Something – 20 February
Mumford & Sons: Prizefighter – 20 February



Mewgenics – 10 February

Weekly doses of cute

Miss Piggy's interview, **curling baby**, **Milo and Tina**, the **150th Westminster Dog Show** and **George Pig gets fitted a hearing aid**.

Rising trends

New homebuyers are falling for **AI Real-Estate photos**.

How the **Mormons built a social media empire**.

The future

The **death of The Washington Post**. **Major news publications pen eulogies** for the once beloved newspaper.

Stat of the week

The smell of a manipulator. Dior Sauvage sells roughly one bottle **every 30 seconds**, around 12 million bottles per year.

One to watch

Baldur's Gate 3 is set to be a HBO TV show. Prepare for greatness.



The grass people were my favourite part

Image: [@travelwithlivii](#)



Image: [@frigouscigous](#)



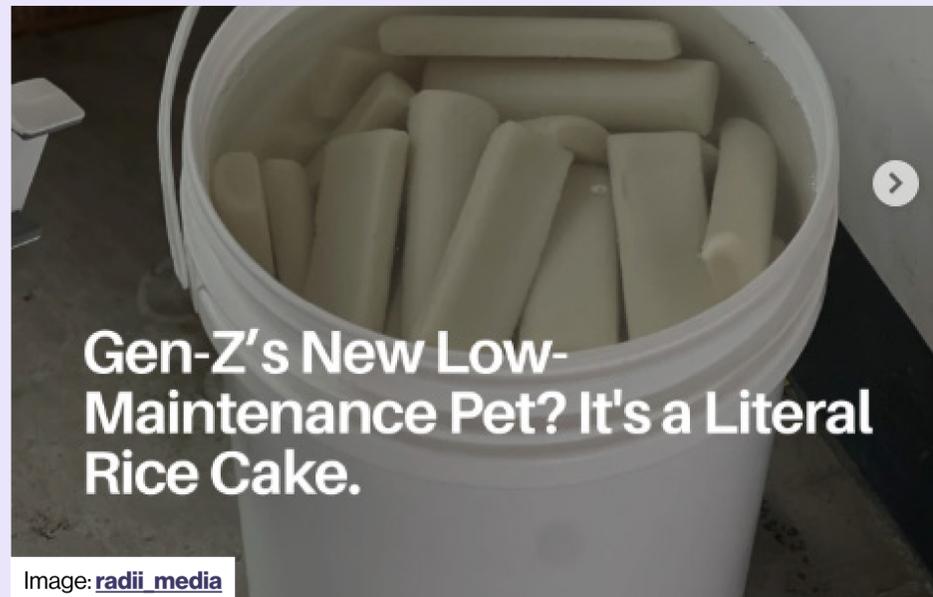
Image: [@cuinfrunami](#)

TREND TRACKING



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

Raising rice cakes



Young Gen Zers in China are fondly caring for a new breed of 'pet'. Forget cats, dogs or hamsters. They're proudly **raising rice cakes**. According to videos shared across social, young people have officially adopted the traditional Lunar New Year food as a zero-commitment companion. All it requires is its water to be changed once a week. It makes sense. The Chinese 996 working culture leaves little room for high-maintenance animals, yet they don't want to miss out on the comforting ritual of caring for a "living" object. There are similarities with the rise of **sourdough starters** in other countries too, where people lovingly name, burp and care for their starters in relationships that span years.

Trend: Pets of the future

Wanted: fan editors



Fandoms are creating new job opportunities within the highest levels of entertainment. A *Heated Rivalry* fan editor has **officially been hired** by HBO after creating a raft of incredible recaps of the recent cult TV hit. Mellie, who goes by @uhbucky, was spotted by HBO execs and since been offered a job making trailers and promotions, proving that being a fan is **not** a waste of time and can turn into professional expertise. Looking to fandoms as a de facto R&D department is a trend that's been building over time, helping studios connect more authentically with fans via in-jokes and community insights, making them really feel something.

Trend: Fan edits rule the world

Mathletes are the MVPs



Having a stable income and job has become so sought after among Gen Z men that the finance aesthetic is becoming as influential as that of pro athletes. **The Polo Ralph Lauren cable-knit quarter-zip was the quarter's hottest product**. It's been joined by the **401k mullet** - a hairstyle commonly seen in the CBD and a more reserved version of the full-blown version. "What used to be boring - the 401(k) - is unattainable and therefore sexy," said NYU Stern professor Thomai Serdari. Combine that with the fact that the high-stakes College Excel Championships - a finance bro's Superbowl - have gone viral. As reported in **WaPo**: "This year's finals played out like a genuine sporting event with live commentary, a hype tunnel, and a crowd-packed room screaming chants like, "E-X-C-E-L, Google Sheets can go to hell!"

Trend: Gen Z @ Work



AN AIR OF CHALANCE

So, caring is cool again



What Is “Chalance” and Why Is Everybody Looking for It on Dating Apps?

Here's everything you should know about the sixth love language. (And why it's a healthy one.)

Image: @Cosmopolitan



Nobody play it cool – this Valentine's Day, we're all in. After a decade of perfecting the art of nonchalance and nihilism, caring is back in style. *Chalant* has slipped into our daily rotation, with [Hinge](#) reporting a 217 per cent increase in search interest for the term last year. Situationship fatigue is real and effort is on its comeback tour. TikTok creators are sharing [the art of the yearn](#). We're proud to be down bad.

And it's not just romantic. Chalance is bleeding into how we approach life at large. We're embracing giddiness and oversharing our excitement: fangirling and nerding out, writing lengthy captions instead of ironic one-liners. Even the famous are folding.

[Bad Bunny](#) unintentionally created the meme of the moment by crying at the Grammys. In turn, we (read: [Jon Hamm](#)) publicly worship at his feet and A-listers cram onto stage for a [Benito Bowl cameo](#). Timothée Chalamet is spending yet another awards season openly narrating his journey to becoming one of the greats. And then there's Charli XCX pronouncing [the death of cool](#). It's time to drop detachment-as-a-personality and just give a damn about something.

In 2026, the real flex is admitting you want things, loudly and publicly. Maybe emotional minimalism stopped feeling protective and started feeling empty. And turns out, being chalant is just a lot more *fun*.

Weber Forecast Insight

The cultural poker face is softening. Yes, sarcasm is still everywhere but effervescence is breaking through. Level with fans' enthusiasm and give your audience permission to care deeply. Celebrate the superfans, reward earnest participation and passion.



BRANDWATCH



Inspiring creative from around the world

Birkenstock



Image: [Danielle Frankel Studio](#)

Forget those Louboutins or Jimmy Choos as you walk down the aisle. Say “I do” to comfort as Birkenstock has just given you a free passage to look stylish and protect your feet from blisters on your wedding day. This unexpected collab with [Danielle Frankel](#) has taken even the fashion gods at Vogue by surprise as they said: “*this one is kind of genius*”. Not Birkenstock solving a common problem with a stylish solution, *again*?!

Pokémon

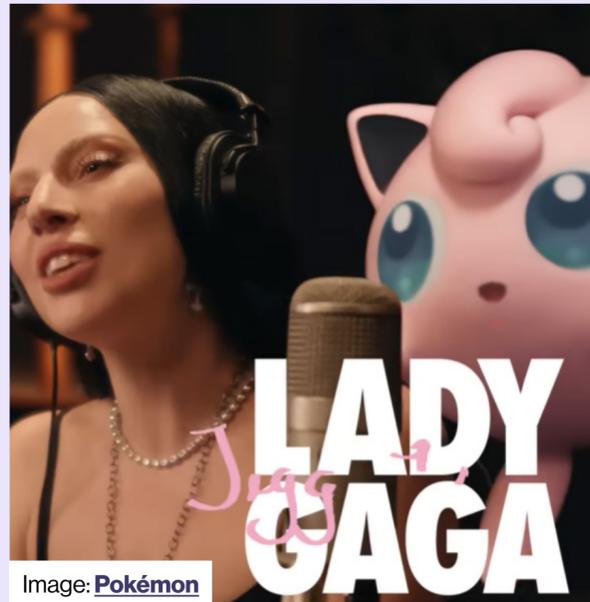


Image: [Pokémon](#)

The Superbowl gave us many things this year. But one we didn't expect was the star-studded collab with Pokémon to celebrate 30 years of catching 'em all. Even Lady Gaga [shared a duet](#) with Jigglypuff. Celebrity endorsements don't always work but this isn't just a celebrity cast; it's a strategic strike team designed to hit every corner of the globe and every possible fan group. It's giving, “Pokémon isn't just a game; it's a cultural phenomenon.”

Eos



Image: [@eosproducts](#)

It's official! The line between food and beauty is officially blurred. Eos is turning perfume into cake, and NGL, it's a vibe. Tapping into the snackification trend in a collab with Gopuff, Eos are offering up actual [edible cakes](#) that look exactly like their sweet-scented body mists. Tagging in Netflix's “[Is It Cake](#)” host, Mikey Day, they really said their products smell so good, you'll want to take a bite – literally.

Maison Margiela



Image: [@maisonmargiela](#)

Listen up, fashion fans, because Maison Margiela has just unlocked its secret archive (on Dropbox!). Aptly named [MaisonMargiela/folders](#), the 'open-to-the-public' online Dropbox has everything from mood boards, timelines and BTS snaps. The once mysterious brand is flipping the script on exclusivity creating a new kind of hype. By inviting fans to be part of the story, they are building a cult, not just a customer base. If you need us, we'll be diving into the folders to choose our next wardrobe.

Nike - ACG



Image: [@acgdaily](#)

All aboard the ACG relaunch! To celebrate the relaunch of its legendary All Conditions Gear (ACG) line, they didn't just issue a press release. They unleashed a literal, bright orange [ACG Express train](#) in Italy taking passengers from Milan straight to the Alps. With a whole carriage dedicated to a [hands-on lab](#) showcasing the latest gear, this was a one-of-a-kind immersive experience generating its own hype. Think it's fair to say, Nike takes the gold for product launches.

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.

Picture: Unsplash

