



# WEEKLY TRENDS REPORT



# THIS WEEK'S FORECAST



Micro trend

Macro trend

Icon Glossary

Difficult to action

Easy to action

 Degree hacking

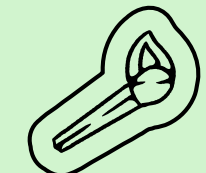
 The Geese psyop

 Living friction

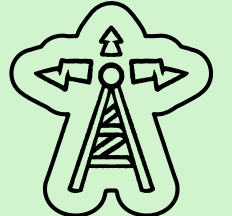
 Rollin' out

 Hope on the big screen

 Line culture



Trending



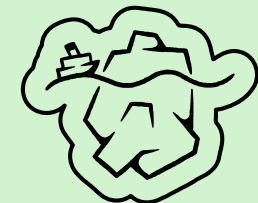
News you should know



On the up



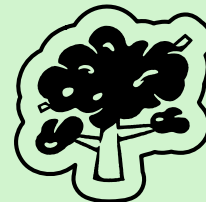
Cancelled



It's gonna be big



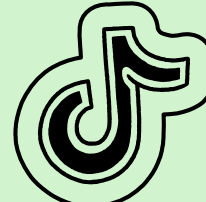
That's the tea



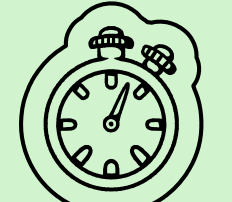
Sustainability



Consumer habit



TikTok trend



Be quick

# FOR YOUR INFO



## This week's dates & microtrends

### TikTok trends

The [Mount Everest localisation](#) trend and tuning [angsty teens texts into emo songs](#).

The [AI propaganda war](#) happening on our feeds

### ICYMI

[The Legend of Aang: The Last Airbender was leaked](#) online months ahead of its streaming only release. We're going Avatar state on the hackers.

The Onion are on the brink of turning [InfoWars into the greatest lying machine](#) ever created.

### Phrase of the week

["The Fanfare Around the Band Geese Actually Was a Psyop"](#) An investigation into how labels can create new music stars through the power of socials.

### Digi updates

Big Tech have been [ignoring opt-out of cookie tracking](#). Whip out those tin-foil hats when browsing the web.

Dr TikTok will see you now. How TikTok users are being [diagnosed by comments](#).

### Tea of the week

The new level of helicoptering. [Anxious parents are dropping five figures](#) to help their kids get a job.

### What we're loving

For the NFL draft, [the LA Rams recreated Friday](#) with the original cast's sons. Dayuuuuummmmm.

AOTY (article of the year). One author's journey to [find the best free restaurant bread](#). It made us cry, laugh and very hungry.

### Established trends

The [new age of performance anxiety](#). How [LA has transformed fame](#) and [no one danced at Coachella](#).

### Insights of the week

Degree hacking. [Online degrees are being completed in weeks](#) instead of years.

Artists, actors and musicians are tired of being at [the whim of the viral machine](#).

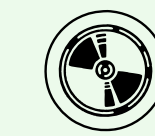
### Weekly doses of cute

[Prom King](#), [what's in your bag?](#), [Marathon cheer squad](#), [getting the right person viral](#), [BARK rangers](#), the [self-cancel](#) and the [jump rope queen](#).

## On our radar



The Devil Wears Prada 2 – 01 May  
Hokum – 01 May  
That Time I got Reincarnated as a Slime the Movie – 01 May



Isiah Rashad: It's Been Awful – 01 May  
Kacey Musgraves: Middle of Nowhere – 01 May



Invincible VS – 30 April

### Rising trends

The [World Cup is pricing out](#) the real fans. Dynamic pricing is a scourge upon our wallets.

[Bird watching](#) and [speed puzzling](#) are cool hobbies. The first time anyone has said that and we stand by it!

### The future

[YouTube has made its deepfake tech available](#) to the entertainment industry to combat rampant deep faking.

To combat social isolation, [virtual reality is being used by the elderly](#). *Ready Player One* is closer than we thought.

### Stat of the week

Justin Bieber's merch [broke the Coachella merch record with \\$15 million](#) in sales. The record? \$1.7 million...

### One to watch

The [biggest four K-Pop agencies to unite](#) for a global festival in 2027. We will be there for "insights".



# TREND TRACKING



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

## Living friction



Friction-maxxing, creating inconvenience on purpose, has been popping up every week. From the 2016 trend, to the analogue trend, we're all clamouring for things to be the way they were. With AI taking over people's thought processes, [the difficult and satisfying part of life](#) is being carved out so that our eyeballs can immediately see the next piece of content. [Dr Tracy Dennis-Tiwary](#), a professor of psychology and neuroscience explains it as, "Humans are suffering because we have privileged convenience above our humanity, when convenience disembodies us and anchors us away from our values." We're not saying to [break-up with your phone](#) and become a hunter-gatherer, with the spare time carved out, [try something new or join a Rummikub club](#).

**Trend: 2026: the year of the reset**

## Hope on the big screen



Good vibes only at the cinema. The most successful movies this year have been [hopeful, earnest films](#) with audiences craving an escape from the dystopian world we're currently living in. *Project Hail Mary* is being hailed as the ultimate hopecore movie and [brought in \\$510 million globally](#) and [Hoppers was the biggest animated launch](#) since *Coco* in 2017. With Gen Z dragging the cinema back from the brink of collapse, the perfect formula seems to be hope + original idea = \$\$\$\$. Don't mind us, we're currently smiling and crying watching [Hail Mary hopecore edits](#). Amaze Amaze!

**Trend: An air of chalance**

## Rollin' out



Jack Harlow and [his hat](#) have been collabing with local businesses in New York for a very localised album rollout. A [local NYC cinema](#) is showing a selection of the films that inspired his album. And, [an independent bookstore](#), where he spent time searching for inspiration, is hosting a book giveaway where Jack foots the bill for purchases over a brief period. The roll-out is becoming as important as the album itself with artists bringing a more personal touch for the release of their music. Hyper-localisation is so in right now. To [quote the great Jack Harlow](#), "I wish I could trade places with that fence".

**Trend: Announcements gone wild**

This week's long read



# LINE CULTURE

If you know, you know wait

In 2026, the real status symbol isn't skipping the line – it's choosing to stand in it. We've already reported on how sample sales became the experience. Now that behaviour has extended into culture at large, turning viral food lines into part of the hype cycle. From [FabelFriet fries](#) in Amsterdam to Courage Bagels in Los Angeles or a table at [Kiki's in New York](#), the wait is the main event. What's changed is what we're willing to wait for: not just iconic spots, but trendy spins on everyday staples that have gone viral.

A line creates and signals demand. Running on part FOMO, part social proof, they're a low-stakes third space to make friends and create content. But not everyone's sold. [Damn Lines](#) is crowdsourcing input to address the worst part of popular restaurant lines, while minimising the friction others are seeking out.

Brands are catching on and engineering the queue. [Skims partnered with LA-based Community Goods](#), which had lines snaking around the block for an \$8 coffee. GAP's [Hoodie House](#) drove packed lines at Coachella with a 5000% search spike. And [Record Store Day](#) had hardcore fans showing up at 4 am to snag rare records.

Maybe it's an evolution of little treat culture, where big-ticket experiences feel increasingly out of reach and the line for a specialty latte is accessible. Either way, we'll be hitting the new fro-yo spot this weekend. And yes, we'll wait.

## Why Is There Always a Line? And Why Is It at My Front Door?

One of New York City's minor yet annoying inconveniences is a line that forms when a restaurant or another business becomes wildly popular.

Image: [@NewYorkTimes](#)

NYC: Why is the line for caffe panna at 1:15p on a friday ... does no one in nyc have a job ???

Image: [@Nazaroundtheworld](#)

damnlines.com

SUGGEST CONtribute SIGN UP FOR ALERTS

LIVE FEEDS 5 LOCATIONS

Breakfast by Salt's Cuzc  
WEST VILLAGE  
OPENING SOON  
0 IN LINE 3 WATCHING

L'industrie Pizzeria  
WEST VILLAGE  
Opens 12:00 PM Wednesday  
VIEW YESTERDAY'S DATA! 7 WATCHING

John's of Blecker Street  
CLOSED

Salt Hank's  
CLOSED

Image: [damnlines.com](#)

## FOOD

### I waited 2 hours for this viral \$3.50 Bay Area fish sandwich

A 46-year-old Chinese bakery in a San Leandro strip mall is drawing lines down the block

Image: [@SFGate](#)

## Weber Forecast Insight

If attention is the goal, anticipation is the lever. Design for the wait because the line is where culture happens. The savviest brands are engineering the queue with surprise giveaways, mid-line sampling, UGC content and QR drops, rewarding the ones who stay.

# BRANDWATCH



Inspiring creative from around the world

## Disney+



Image: [Disney+](#)

Disney has always been pure joy, but this latest drop turns the magic all the way up. Disney+ will reimagine **three iconic musicals** from *Frozen 2*, *Encanto* and *Moana 2*, bringing them to life in expressive ASL with Deaf West Theatre. Led by director Hyrum Osmond's personal connection and a **shared mission** to make Disney magic more inclusive, this heartfelt collaboration is a beautiful reminder that Disney magic is even better when everyone's invited.

## Vaseline

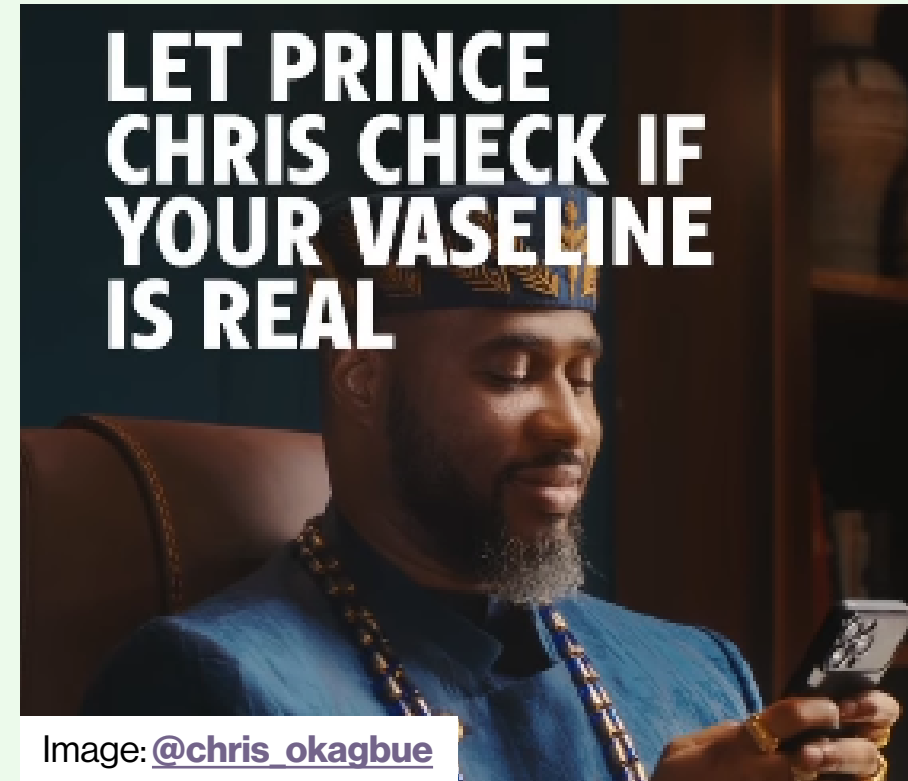


Image: [@chris\\_okagbue](#)

Vaseline has flipped the infamous "Nigerian Prince" scam trope on its head by teaming up with IRL Nigerian Prince **Chris Okagbue** to fight back against **fake versions** of Vaseline Body Oils in Nigeria. Pairing humour with real utility, Vaseline has launched a WhatsApp-based authenticator turning a supply-chain issue into a shareable PSA. It's solutions-led, positioning Vaseline as an ally, not just a brand, in the fight against fakes. Scam lore, solved!

## Delta x YouTube



Image: [Delta](#)

Delta and YouTube Premium are remixing in-flight entertainment with **Overhead Originals**. An intimate live set onboard a Delta aircraft from **GRAMMY-winner Leon Thomas** was dropped first on YouTube and will fly onto seatback screens this summer. Blending music discovery, premium content and platform perks, the collab makes the journey part of the experience, not just the destination. Delta's seat screens just got a front-row view.

## IKEA x Chupa



Image: [@Ikeauk](#)

What started out as an **April Fool's joke**, has turned into an unthinkable reality! IKEA and Chupa Chups have teamed up to create a **REAL meatball-lingonberry lollipop** – yes, you read that right! IKEA didn't just go viral on 1st April; they listened and followed through turning comments into the real thing. With one million free lollipops set to be available in selected global stores in June – are you ready to taste this year's most unexpected culinary crossover?

## Drake



Image: [@Drake](#)

Drake has officially entered his most extra rollout era. Instead of dropping a release date online like everyone else, he hid it in a **GIANT ice sculpture** in a downtown Toronto parking lot. The monument marks the **start of Drake's ICEMAN era**. Not only has the album announcement turned into a real-world scavenger hunt, the **cryptic teasers** have also given us just enough chaos to make this less a reveal and more a cultural moment.

# 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

