

WEEKLY TRENDS REPORT

Friday 10 April 2026



Pictured: Edited image using Gemini

THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

Difficult to action

Easy to action



DIY laptops



Finding peace online



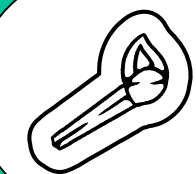
Brand names are in crisis



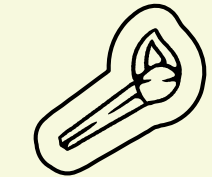
Performative listening



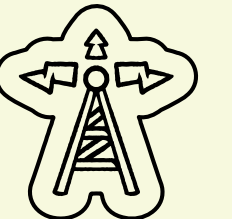
Tortoise crypto death scam



How (a)quaint



Trending



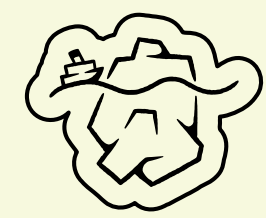
News you should know



On the up



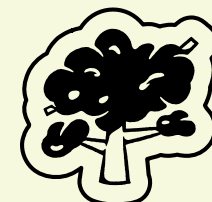
Cancelled



It's gonna be big



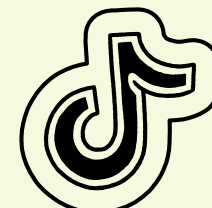
That's the tea



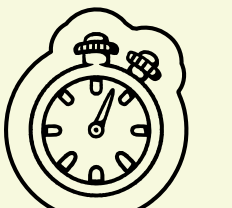
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO



This week's dates & microtrends

TikTok trends

[Prediction market apps](#) are trying to woo women with [targeted 'girl' social content](#).

The thrill of watching someone [get their medical results](#). Blind box opening videos but for life changing results.

ICYMI

The madness is over. [Michigan](#) and [UCLA](#) are the winners of NCAA male and women titles, respectively.

Going South. [Wireless festival gets cancelled](#) after its controversial headliner gets blocked.

Phrase of the week

["Brand Names Are in Crisis"](#). New companies are struggling to find a name that isn't already claimed. Channel your inner edgy 11-year-old to think of one.

Digi updates

[K-Pop is AI obsessed](#).

The [SEO industry is in a gold race](#) to influence AI responses.

Tea of the week

The oldest [tortoise crypto death scam](#). (Jonathan, aged 194, is still alive and well!)

What we're loving

Finally seeing the [dark side of the moon](#) and the [inspiring journey of the Artemis II](#) mission.

The best and worst of [this year's April fools](#). We unfortunately [missed out on the 'Sanic' t-shirts](#).

Established trends

[Celebrities' faces are being examined](#) for enhancements for social media's amusement.

[Nursing jobs are the new golden ticket](#) to stability and prosperity. Nurse Joy was the OG.

Insights of the week

The exhausting and anxiety inducing reality of [being a foreign student in the UK](#).

The high physical and monetary [cost of looksmaxxing](#).

On our radar



Lee Cronin's *The Mummy* – 17 April



Euphoria S3 – 12 April
Beef S2 – 16 April



Honey Dijon: Nightlife – 17 April
ZAYN: Konakol – 17 April

Weekly doses of cute

[Artemis II sitcom](#), [bye bye bye](#), the [woodcock bird](#), [Madden's heartwarming message](#), the [Thai Queen of dancing](#) and [the volleyball wedding](#).

Rising trend

Te amo? No! Saranghae! Latin America has [fallen hard for the Hallyu Wave](#) of South Korea.

The future

How do you [file tax on prediction market profits](#)?

What's life after phone? The [smartphone breaking point for young people](#).

Stat of the week

Anti-social club. [49% of UK adult social media users](#) now post, share or comment compared with 61% in 2024.

Ones to watch

[JoJo fans can rest easy](#), [Bong Joon Ho's debut animated feature](#) and [an Animorphs TV show](#).



Image: [NASA](#)



Image: [@thesegashop](#) buy it??



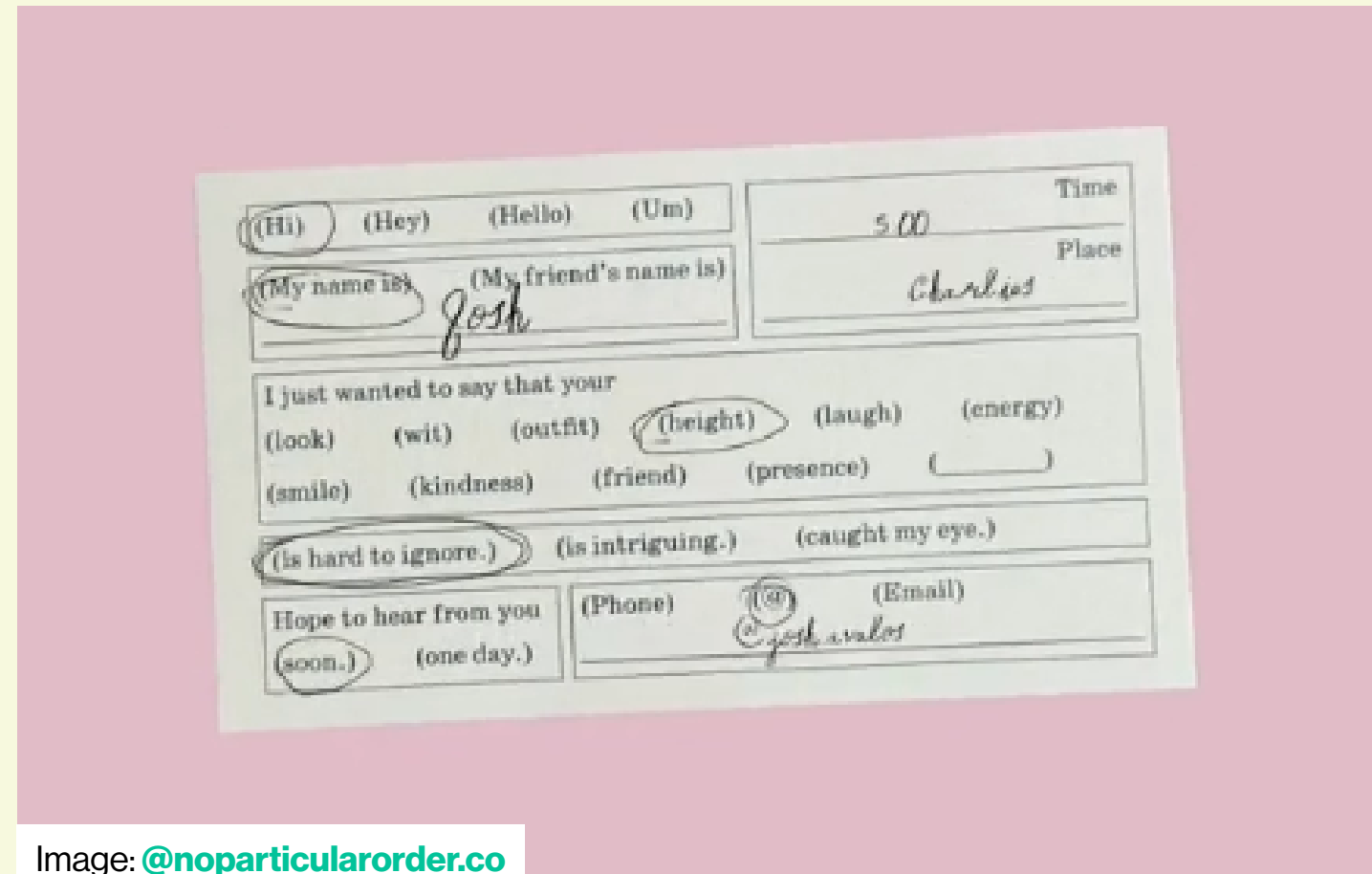
Image: [@canditheduck](#)

TREND TRACKING



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

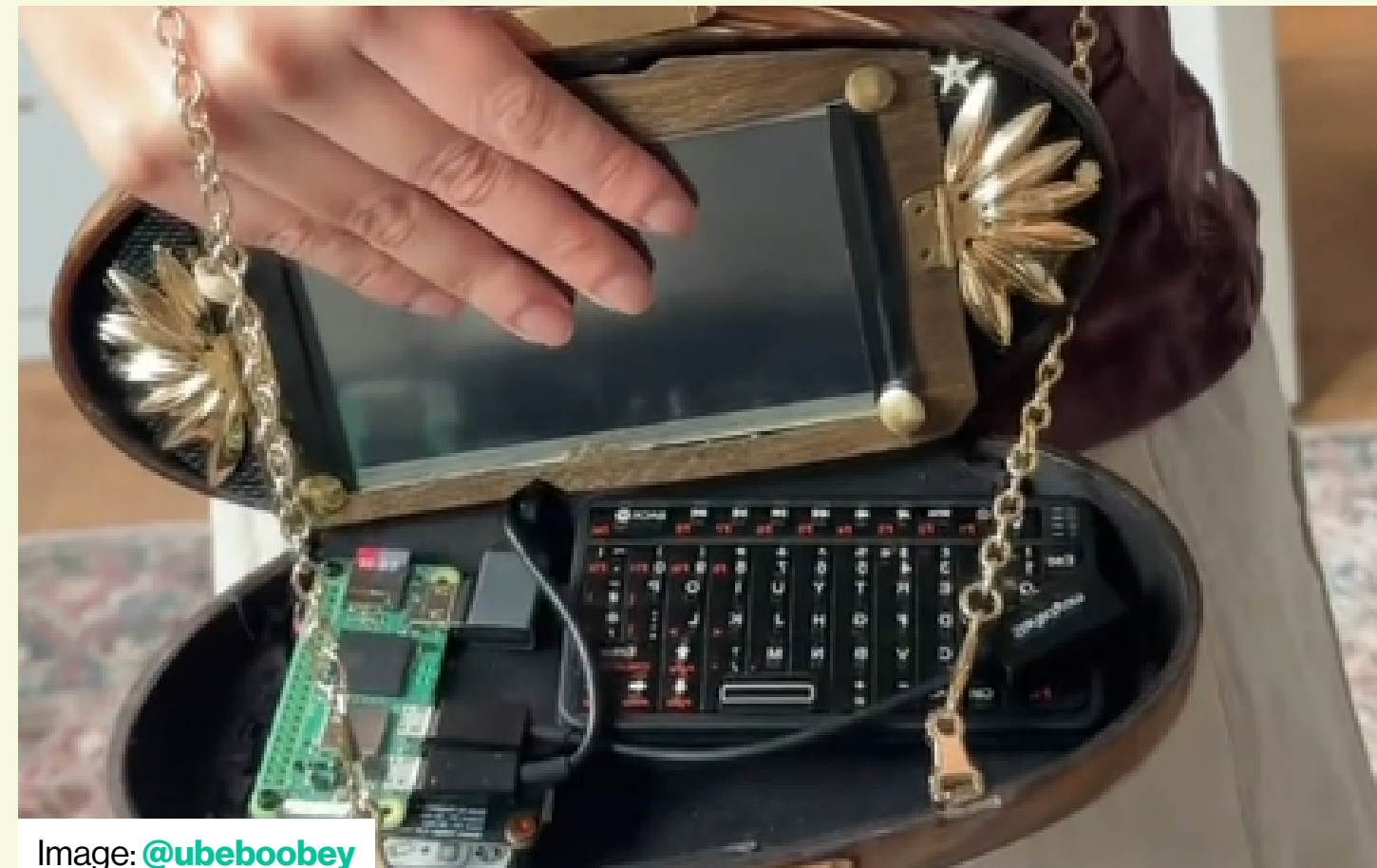
How (a)quaint



It's the age of yearning and the rejection of dating apps. Creative singles are handing out **Victorian-style acquaintance cards** to whom ever catches their eye. These small pieces of card are a conversation starter without having to say anything. Dating is in its design era with the popularity of **pitch dating** in which singles value creativity and aesthetics. These methods are a window into a person's personality. Something a dating profile can't show properly.

Trend: An air of chalance

DIY laptops



Ever heard of **a cyberdeck**? No? Well, it's a DIY portable laptop running on a raspberry PI. And, they're being built in anything that is a case, from **purses to a ring box** to a **random box** from a thrift store. These **cyberdecks are more** than aesthetically pleasing, they're one of a kind and suit the needs of their creator. Users are challenging their relationship with tech by building their own. These offline pieces of tech allow users to stay in the digital world but separate themselves from all the distractions a smartphone brings. Ours would be just for looking at pictures of our cat while our cat laid on us.

Trend: Accessorise your accessory

Finding peace online



Ever since Club Penguin shut down back in 2017, we've been aimlessly wandering the Earth. But thanks to **some dedicated fans, Club Penguin** is back. As part of the Stop Killing Games movement, previously shut down online worlds are being revived from dedicated fans. **Poptropica is currently seeing a revival** and **Toon Town has been running** since its official closure. These games for many Gen Z/ Alphas were a major part of their childhood and their relationship with the internet. It offers a glimpse into simpler, pre-slop times and offers comfort to an anxious generation. It's our way of touching grass.

Trend: Lost Media

PERFORMATIVE LISTENING

Introducing performative reading's slightly hipper sibling



Image: @armzybam



new listening bar in milan

Image: @yagmur.arabaci



Image: @eve_speciall

KEEPING TABS

Wired headphone sales are exploding. What's with the Bluetooth backlash?

Image: BBC

Weber Forecast Insight

Brands should design for visibility, not just utility - thinking beyond the product and into what it can represent. Lean into the retro, tactical and fun!

A swathe of brands are tapping into the audiophile community by turning the act of listening into an aspirational aesthetic and taste signifier. What you listen to has become as carefully curated as what you're seen reading on the tube.

It started with cool girls **snapped** wearing wired headphones (most recently Alyssa Lui for **Vogue!**) and gen Z reinventing iPod Shuffles **as hair clips**, and has boomed into customisable accessories like **Diesel's wired earbuds** that come with lockets and charms that serve as an outward indication of your music taste. Even better if they're plugged into a device solely for listening, like the **Walkman-inspired FiiO**. At a time when it's cringe to be online, the retro, **tactical option** is a deliberate alternative.

Fashion houses are also borrowing from the aesthetic, with cultural strategist Alexi Gunner **pointing** to

brands like Sandro, Miu Miu and Nik Bentel taking cues from audio hardware so wearers can signal the genre, no listening required.

It all ladders back to taste. Much like your choice of reading material, what you listen to is an integral part of a carefully constructed personality that's broadcast outward. Dating profiles list music taste as a dealbreaker, streaming platforms package listening data as annual personality portraits and Instagram stories are meticulously poured over for the perfect song to match the moment. The **listening bar** is the place to be seen, with **McQueen Reverb** and **Valentino** among many inspired by the Japanese tradition, turning the act of listening into a shared experience.

As digital fatigue deepens, we expect to see more single-minded tech, visible listening accessories and fashion-hardware hybrids.



BRANDWATCH



Inspiring creative from around the world

GAP



Image: [@gap](#)

GAP is heading to the desert. For the first time ever, the brand is bringing its iconic [Hoodie House](#) to Coachella 2026 as the festival's exclusive apparel sponsor. The on-site experience blends custom merch and music culture with limited-edition [Gap x Coachella hoodies](#). Designed for day-to-night festival life and social-first storytelling, this is a Coachella brand activation we love.

Magnum Ice Cream



Image: [Magnum Ice Cream](#)

Magnum is making nail art the new festival flex. Just in time for festival season, the brand is turning its iconic chocolate-dipped bar into a wearable statement with a limited-edition 3D detail press-on nail collection created alongside celebrity nail artist [Naomi Yasuda](#). The unexpected cultural crossover with [The Dessert in the Desert](#) set brings Magnum's signature indulgence to fingertips, transforming the ice cream bar from treat to trend. Yummy!

Thom Browne



Image: [@thombrowne](#)

Thom Browne and ASICS have brought running to life with [The Working Hour](#). The limited-edition magazine, shot by Robbie Lawrence and written by Durga Chew-Bose, explores [Japanese life in motion](#). By putting craft and creative to the forefront, the collab is a stunning, intimate cultural exploration. Available for a limited time in print, it's less a launch and more a collectible moment – something we love to see!

Rhode

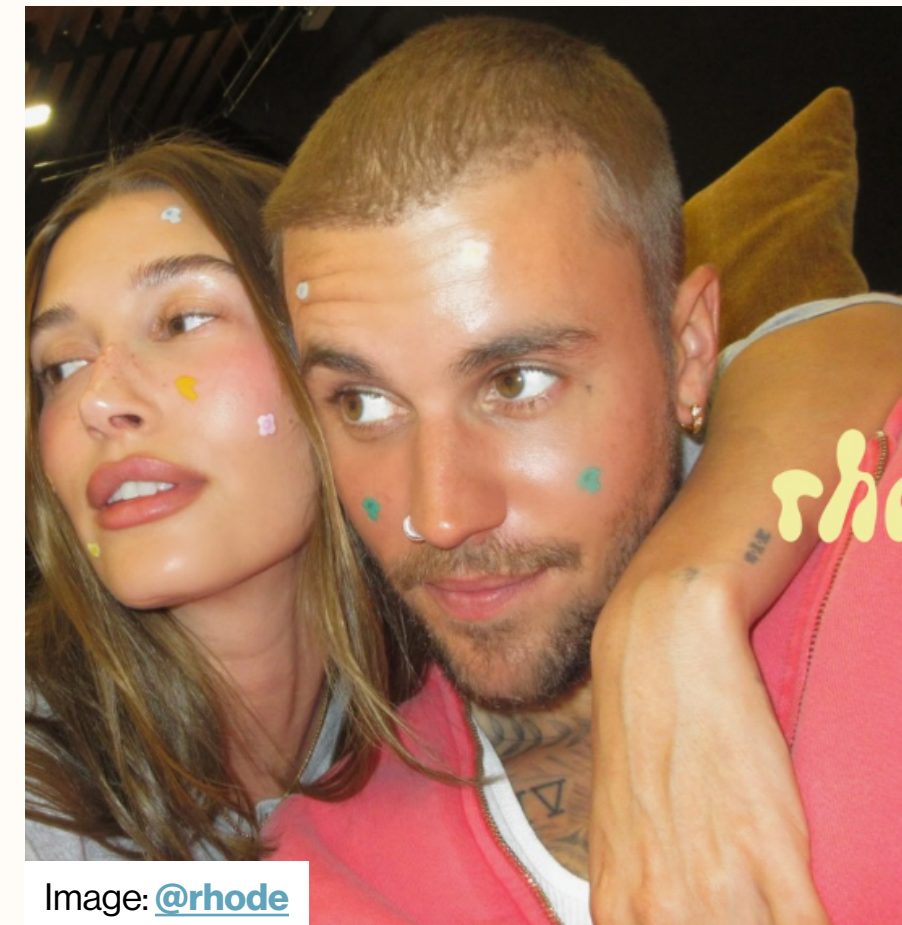


Image: [@rhode](#)

Beauty fans – it happened! Hailey Bieber finally partnered with her husband (yes, *the JB*) to introduce [Rhode x The Biebers](#) and the brand's debut in ['spotwear'](#) reshaping skin concern as self-expression. So ideal for Gen Z and festival aesthetics! From sweat-proof pimple patches in playful custom shapes to [banana-inspired updates](#) of Rhode's cult favourites, the drop blends skin care, pop culture and personal storytelling timed perfectly with Justin's Coachella headline moment.

FREAK'S STORE x Taco Bell



Image: [Daytona Park](#)

Fast food just got streetwear'd! Marking [Taco Bell's](#) first-ever apparel collaboration in Japan, FREAK'S STORE's playful tee blends Lucha Libre and sumo wrestling with American pop culture for a bold, tongue-in-cheek take on global style. [The culture-first design](#) release moves beyond logo merch to deliver a wearable cultural mashup made for everyday streetwear. Proof that good taste comes in many forms!

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

