

WEEKLY TRENDS REPORT



THIS WEEK'S FORECAST



Micro trend



Macro trend

Icon Glossary

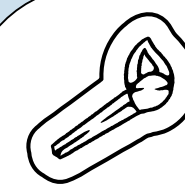
Difficult to action



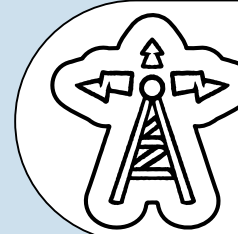
The Red and Blue button debate



The Anti-Met Gala



Rescue the underdogs



The grey economy

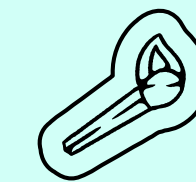


Niche Riche

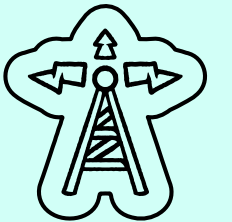


Cost of kidulting

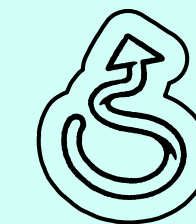
Easy to action



Trending



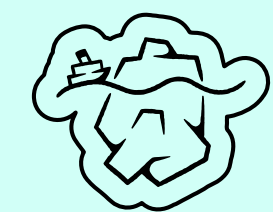
News you should know



On the up



Cancelled



It's gonna be big



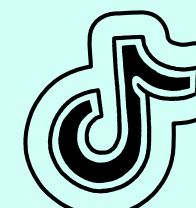
That's the tea



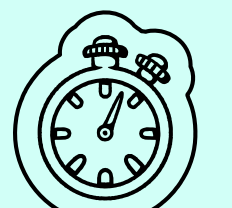
Sustainability



Consumer habit



TikTok trend



Be quick

FOR YOUR INFO



This week's dates & microtrends

TikTok trends

Tomodachi Life is all over our FYP. We love the [voice overing classic memes](#) and the [insane creations](#).

The [red and blue button](#) moral debate all over the internet. Which would you press?

ICYMI

[Shakira draws in a casual 2 million fans](#) to her free Rio De Janeiro beach concert. We got huge FOMO.

The heartwarming [rescue operation for Timmy the whale](#). *Free Willy* situation except there's no epic jump.

Phrase of the week

["Everything is PooCrave Now"](#) The internet is full of lies and we're all falling for it. Can you even tell what's real or fake anymore?

Established trends

Love thy Neighbour. [Neighborhoodism](#) or becoming friends with your neighbours.

[British nightlife is hovering extinction](#). Sorry we can't help! We're in bed by 9pm.

Digi updates

[Liquor brands are rushing to TikTok](#) after loosened restrictions. Drinks are on someone much older.

[RIP Jeeves](#) (1996–2026). The OG ChatGPT.

Tea of the week

The [young superfans of the Met Gala](#) and the [much cooler anti-Met gala](#).

What we're loving

The [whistling-only WhatsApp groups](#) in Brazil. We're literally so talented in everything but whistling!

We listened to all [108 hours of Fred again's USB002](#) tour continuous mix. Our fav part was hour 50 when our ears started to bleed from the non-stop listening.

Insights of the week

Always eating and always hungry. It's [impossible to avoid food content](#).

The [audition process to get a gig on a cruise](#). It's more *Hunger Games* than *American Idol*.

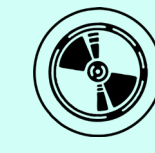
On our radar



Mortal Kombat II – 15 May



Regular Show: The Lost Tapes – 11 May
The Punisher: One Last Kill – 12 May
Rivals S2 – 15 May



NMIXX: Heavy Serenade – 11 May
Drake: Iceman – 15 May

Weekly doses of cute

[Pokémon bunnies](#), [styling pregnancy](#), the [return home Haka](#), a [talent show](#), [baby fox](#), [Eileen Gu's bubbles](#) and a [Thai graduation](#).

Rising trends

Young romantics are [putting out personal ads](#). We'll play matchmaker, email us to feature yours for next week!

The future

China plans to send [jobless graduates to vocational school](#). Just make sure to not lose this generation, they're already lost.

The next step in physical sports? [The enhanced games](#) or the 'job as much stuff as you can to become superhuman' games.

Stat of the week

[1.8% of the UK population registered](#) for the 2027 London Marathon. For 2028, can we make it to 2%?

Ones to watch

The [3rd report of what teens think](#) of Hollywood, the [future of the romcom reporter](#), the [impact of the Fast and Furious films](#).

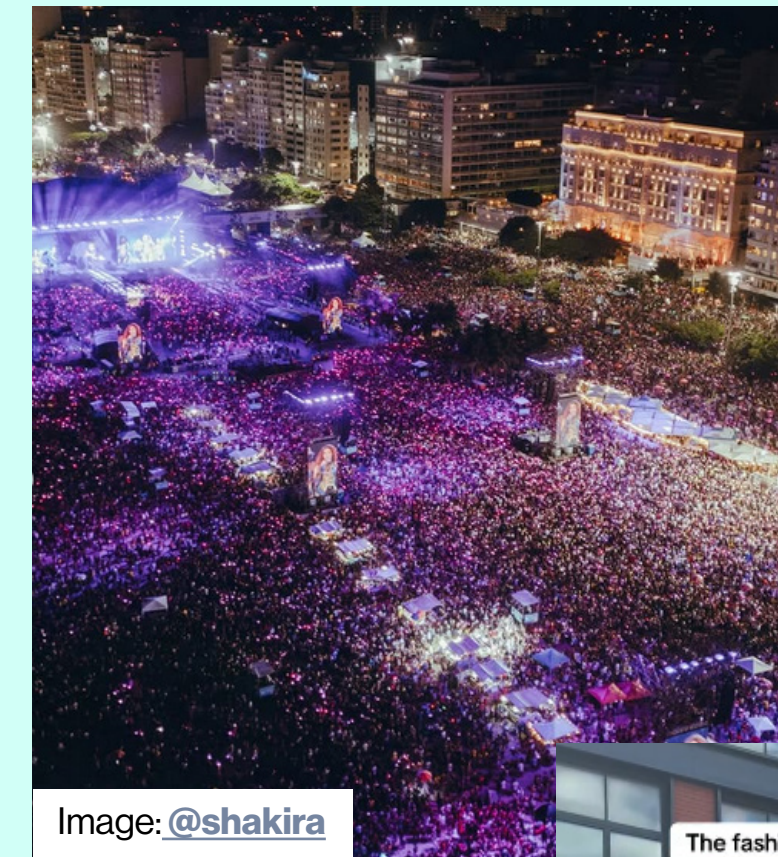


Image: [@shakira](#)

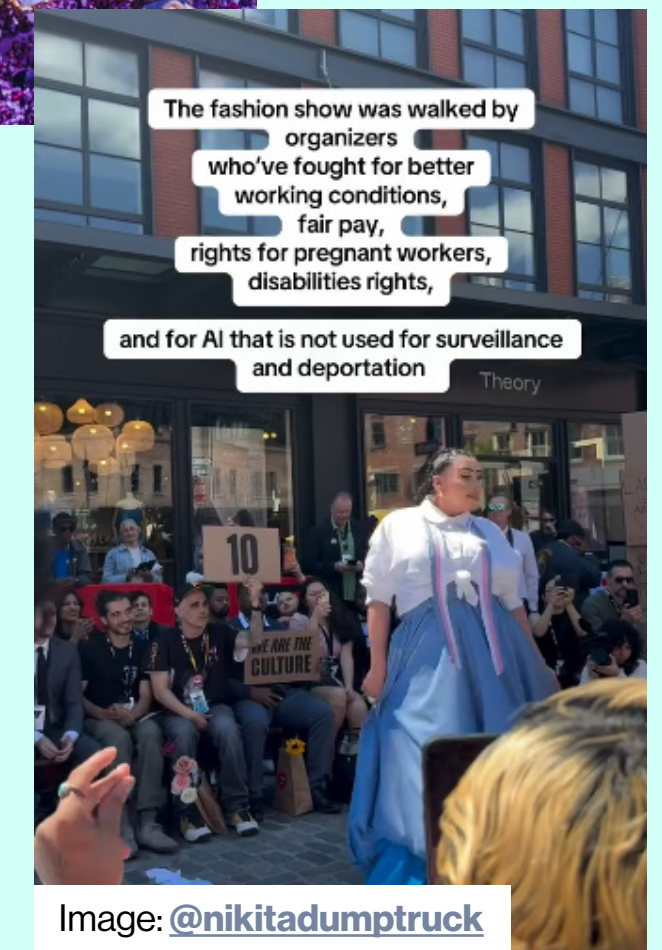


Image: [@nikitadumptruck](#)



Image: [@averyrousseau](#)

TREND TRACKING



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

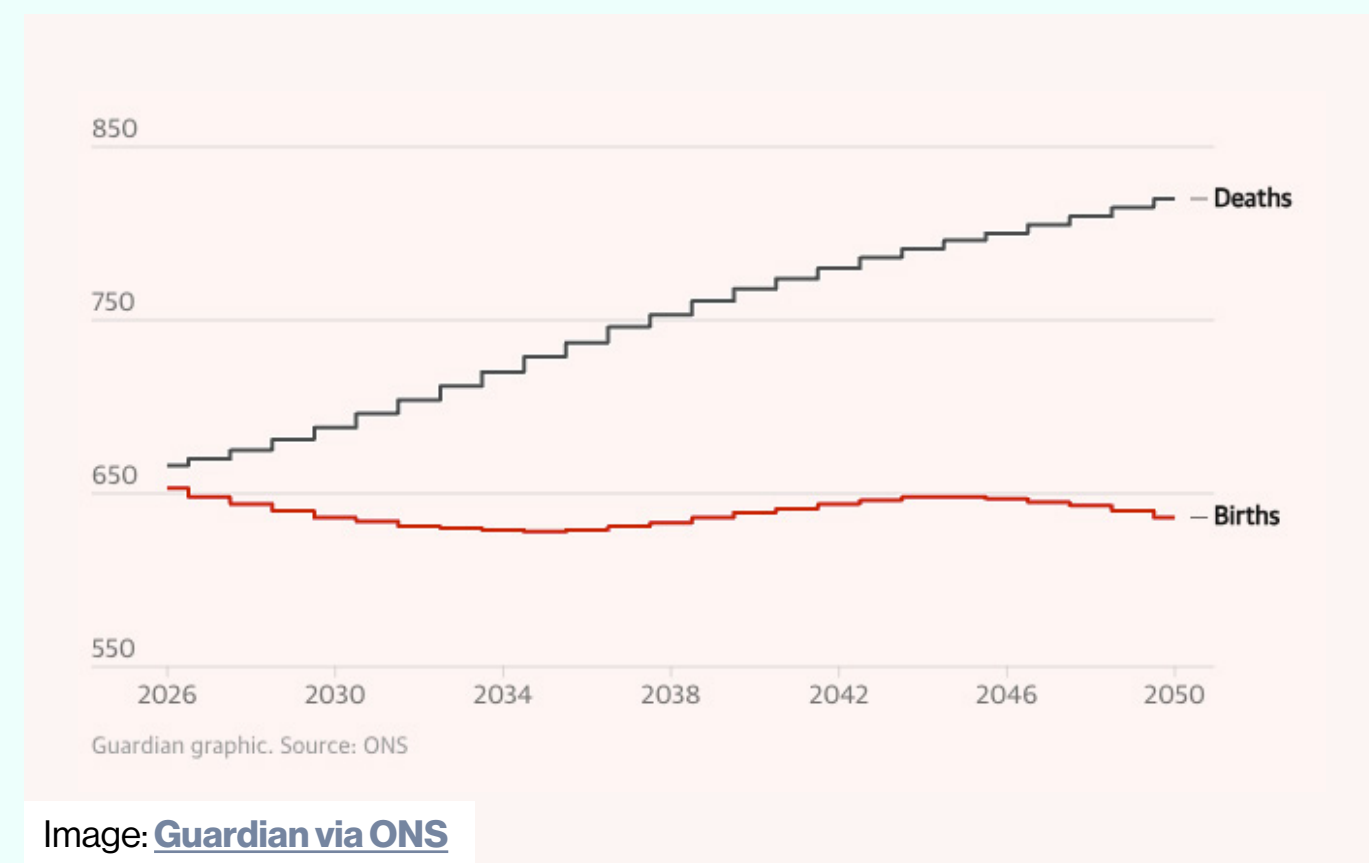
Rescue the underdogs



Five years after the world rallied to save GameStop from imminent bankruptcy, will history repeat itself for **Spirit Airlines**? Travellers are coming together to raise funds to collectively buy the defunct airline, with over \$88M reached so far. The "Lets Buy Spirit" movement has gone viral, with the founder **aiming** to start the first community-owned airline. "This is the Green Bay Packers model: democratic governance where no single member can dominate the direction of the airline," the site **reads**. While the actual viability of the buyout is still to be seen, the world is tiring of huge corporations and searching for new models of ownership – so we expect to see more plays for community buyouts in the near future.

Trend: Authentic activism

The grey economy



2026 is the year that deaths have started to outnumber births in the UK, as **population growth stalls**. Other countries, like Japan, have already reached this outcome – adult incontinence pads have outsold nappies for a decade and in Italy, homes are being sold for €1 in a bid to attract younger buyers. Wider societal structures are set to change too – from older retirement ages, reduced midwifery training and a focus from brands away from youth obsession to recognising older affluence. The longevity industry and the boom in menopause companies are prime examples of this.

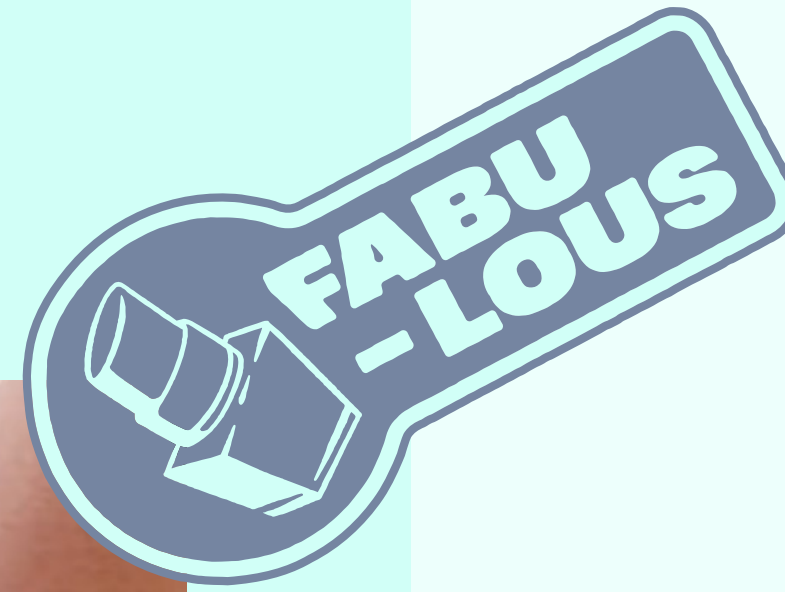
Trend: Age of the grandparents

The costs of kidulting



Adults are going into **debt** to escape from everyday worries at the most comforting place on earth – Disney. The nostalgic, repeatable Disney lifestyle is increasingly involving credit cards and financial strain – a cost seen as worth it by Disney Adults who don't want to miss out on the magic. As said by **Canvas8**; "It's easy to read this as irrational consumption, but that misses the context. Disney offers a tightly managed environment predictable, nostalgic, low-friction at a time when much of everyday life feels expensive, uncertain, and harder to navigate. The spending isn't just about indulgence; it's about buying a version of control and emotional stability." It feeds into the YOLO spending we're seeing among younger generations.

Trend: Kidulthood



NICHE RICHE

To stand out, you have to *STAND OUT*

“Stealth Wealth” Is Over. “Niche Riche” Is In.
(Capisce?)

Image: Vanity Fair



Weber Forecast Insight

In a world where luxury has become standardised, niche riche offers something far more powerful: differentiation. As communicators, that's the ultimate currency. Brands need to double down on what makes them unique to stand out to consumers as they look to emphasise their individuality.

If quiet luxury was all about blending in, niche riche is here to do the exact opposite. Understated style is fading and individualistic flair is taking its place – loudly. From animal print bags (as championed by [Sarah Pidgeon](#) and [Jennifer Lawrence](#)) to [made-to-measure pieces](#), people want something not everyone else has.

Rooted by the growing fatigue of sameness, luxury shopping has become, frankly, a bit predictable. [Marisa Meltzer at Vanity Fair](#) says niche riche is for “people with actual personalities and actual taste”. And TBH, she's right. Take the [“freaky” runway shoes](#) that have no sole. Luxury consumers are prioritising individuality over the same-old logo-less pieces emphasising a clear shift from [subtlety that once dominated high-end fashion](#). But it's not just the price tag that is holding the value; consumers are finding [value in the story of the brand](#). Just like any trend, [craftsmanship](#), oddity, and personal collection are coming back.

And it's not just fashion. The appetite for individuality is being supercharged by a broader cultural shift. Rather than chasing mass appeal, brands are literally finding riches in niches – [turning loyal communities into lucrative companies](#) and tapping into [micro-influencers](#) (who are outpacing mega-influencers... by a lot!). But this isn't new news. What is new, is how this niche riche is evolving how brands communicate.

With the era of relying on brand recognition alone now over, it's no longer prestige-by-default but instead [personality-first storytelling](#). In the age of niche riche, standing out isn't just desirable - it's essential.



BRANDWATCH



Inspiring creative from around the world

Starface



Image: [@starface](#)

Starface is lapping the competition becoming the **first-ever acne brand** to hit the F1 circuit. Paired with driver **Alexandra Hainer**, the Gen Z spot patch fave has been **splashed across the cars**, kits, and faces in the paddock. This unexpected move has taken skincare from bathroom shelves to the fast lane. This breakout brand is standing out by showing up where no one else has.

FootJoy



Image: [FootJoy](#)

Iconic golf brand, FootJoy, is stepping out of its collab-heavy era into more internal storytelling. In a love letter to major championship moments, **FootJoy is launching its Legends Series** with Philly-inspired designs sprinkled in its performance-driven shoes. Building deeper brand equity and owning its narrative, it's evident the brand is cementing its legacy – and doing so in style.

SEGA



Image: [@segaofficial](#)

SEGA is levelling up its **65th anniversary** with a slick Shibuya MIYASHITA PARK pop-up and a 40-piece drop that fuses gaming nostalgia with cutting-edge design. Instead of standard merch, the brand leans into artistry with **some iconic artists**. Think glitch embroidery and bold, hand-drawn visuals that bring digital worlds into the real one. SEGA is remixing its legacy allowing fans to experience it IRL.

Vespa



Image: [@vespa](#)

Cruising into its 80th year, Vespa has some serious main-character energy. Blending heritage with hype, the iconic brand is launching its dreamy pastel green anniversary scooters, the **Vespa 80 edition models**. What's more they are kicking off a **four-day Roman takeover** tapping into their La Dolce Vita storytelling. Proven once again by Vespa – icons stay relevant by celebrating the past and staging it for the future.

McLaren Golf

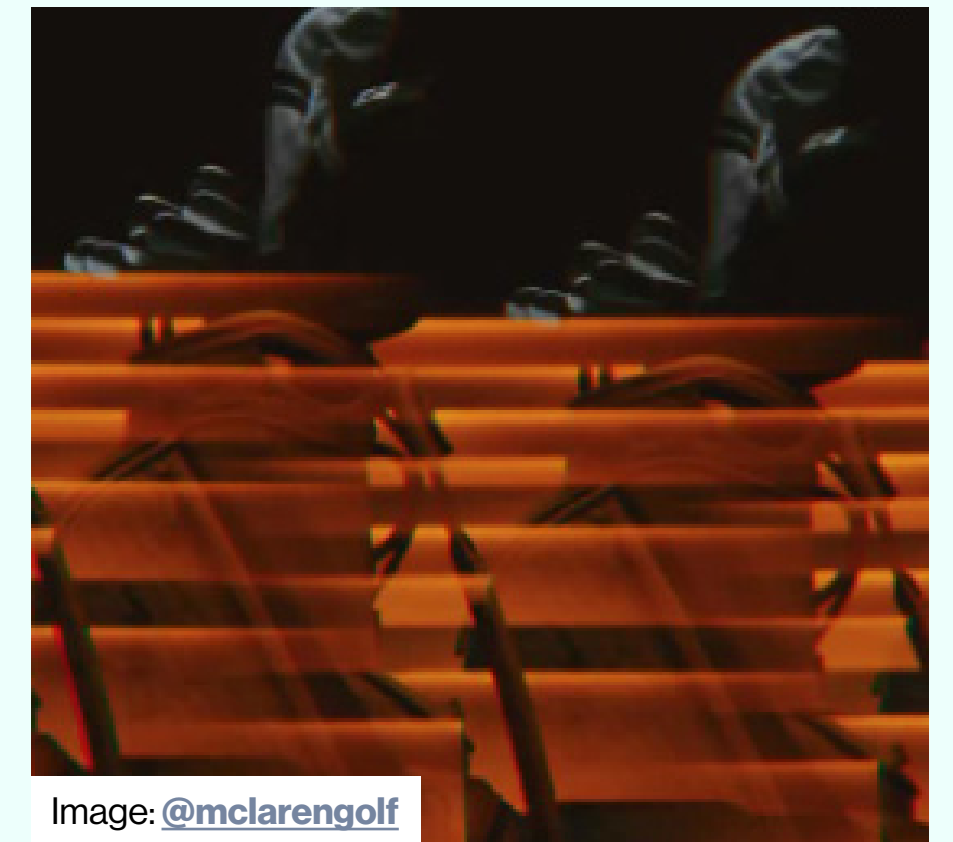


Image: [@mclarengolf](#)

McLaren have officially teed off its next brand play with **McLaren Golf**. By bringing its signature high-performance engineering **from track to fairway**, it's a very smart expansion rooted in innovation rather than novelty. Its elite credentials and pair up with some of the modern golfing greats like **Justin Rose**, gives the brand instant credibility on the golf course.

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

