

# WEEKLY TRENDS REPORT

Friday 05 June 2026



# THIS WEEK'S FORECAST



Micro trend

Macro trend


Icon Glossary

Difficult to action

Easy to action

 Tokenmaxxing

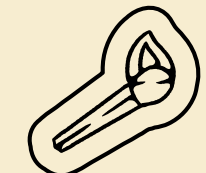
 It's not that deep

 Tech neck

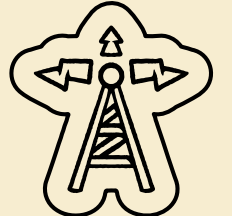
 Mom aesthetics

 Drink/food summoning

 Making it office-ial



Trending



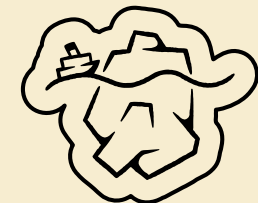
News you should know



On the up



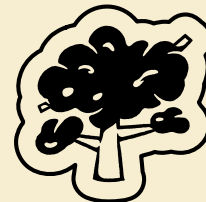
Cancelled



It's gonna be big



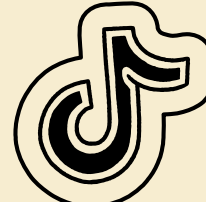
That's the tea



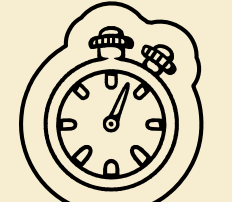
Sustainability



Consumer habit



TikTok trend



Be quick

# FOR YOUR INFO



## This week's dates & microtrends

### TikTok trends

Test your acting skills with [the supportive, disappointment, sarcastic and flirty trend](#).

The [JJK drink/food summoning trend](#). Give your cocktail the love it deserves.

### ICYMI

To the moon and back, and staying for good. NASA is officially setting up shop with a [permanent lunar base](#).

### Phrase of the week

[“It’s too hot”](#). Even New Zealand’s winter is reaching [record high temperatures](#).

### Digi updates

[Meta launches a subscription](#) for its social media apps. Adding to our ever growing list of Direct Debits.

[Spotify’s new ‘clip’ feature](#): because sending a three-hour episode to win a group chat argument is just bad etiquette.

### Tea of the week

Take my heart, but leave the coffee machine. [Deciding who gets the sofa](#) is what’s tearing us apart.

### What we’re loving

The next [2028 Olympics will have obstacle racing](#). It’s basically Ninja Warrior. This is finally our chance to win Gold!

### Established trends

It’s time to breakup with your iPhone. [Dumbphone evangelists are promising](#) social and spiritual freedom, and a battery that actually lasts.


The tech bros have found a new enemy. [Tokenmaxxing backlash has begun](#) and Silicon Valley is in damage control.


### Insights of the week


Young people are [cracking open Pokémon cards](#) over smoking a pack of cigarettes. Why be a Koffing when you can be a Gholdengo!

[Movies are more likely](#) to star men named Chris or a talking animal than women over 60. Next, it’ll be talking dogs named Chris.

## On our radar

 Disclosure Day – 12 June

 Love Island S13 – 01 June  
Vampire Lestat – 07 June

 Olivia Rodrigo: You Seem Pretty Sad  
For A Girl So In Love – 12 June



### Weekly doses of cute

[Re-chalking the Cerne Giant](#), [Prom fits](#), [Cuthbert at the Chelsea Flower Show](#).

### Rising trends

This summer’s teen job market is [so dead](#), rising young people are literally [training to be death doulas](#).

From pavement to platform: the digital economy is [changing the business of busking](#).

### The future

[Japan’s population fell by over 3 million](#) people in the last 5 years.

Robinhood to [allow for AI to trade stocks](#). “Claude, make us a millionaire, no mistakes.”.

### Stats of the week

Young masterminds are firmly seated in the director’s chair. [Backrooms reaches \\$118 million at the box office](#) and [Obsession](#) just pulled off a [rare third-weekend box office feat](#).

### Ones to watch

[Rambo prequel confirmed](#), [Witcher 3 is getting a DLC 12 years later](#).



# TREND TRACKING



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

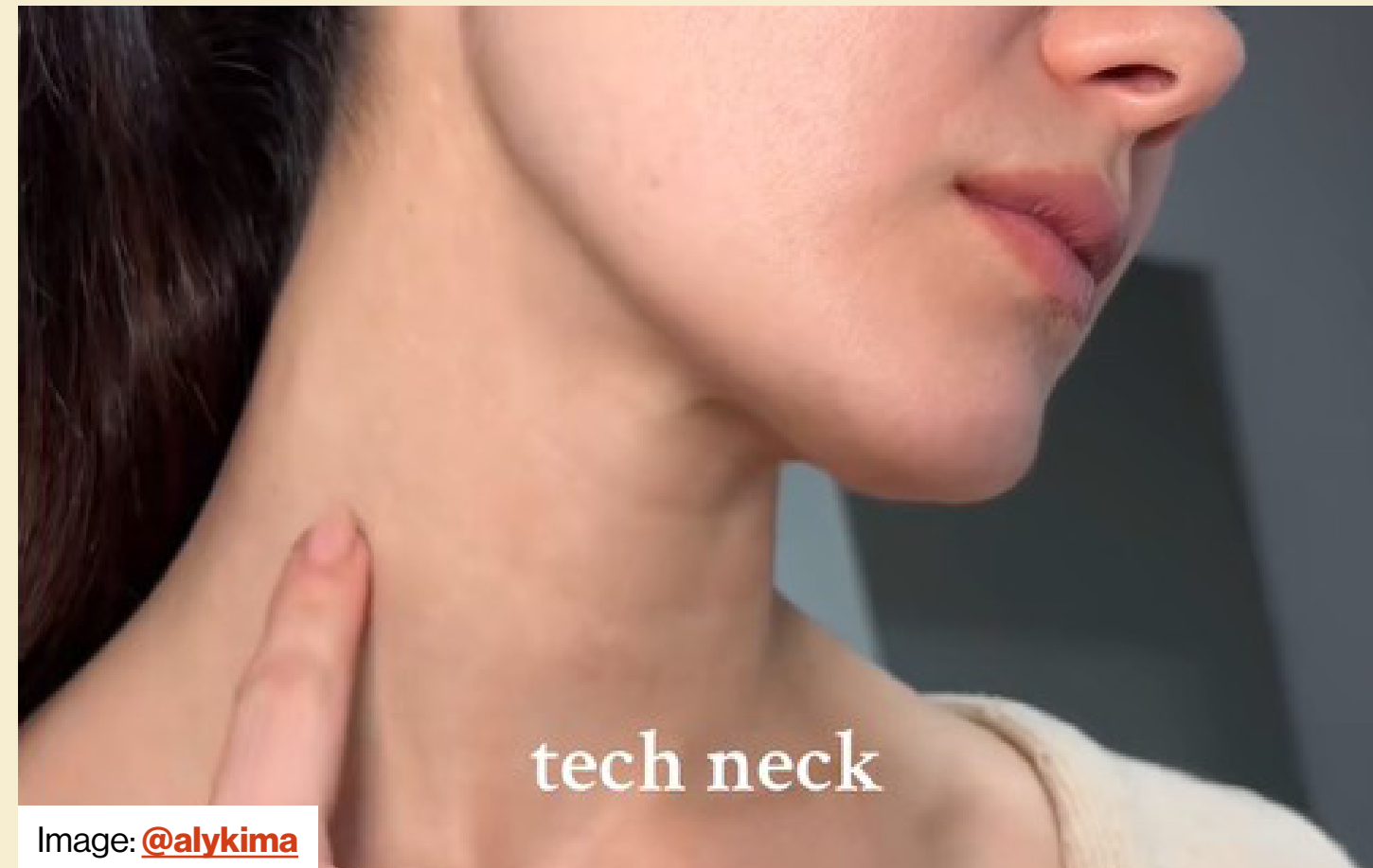
## Making it Office-ial



The **rise of office weddings** says a lot about how luxury and status aesthetics have shifted in post pandemic cities. Traditional venues like grand hotels, historic mansions or old society institutions increasingly feel predictable to wealthy couples raised on Instagram and TikTok. What matters now is less inherited prestige and more curated experience: surprise entrances, cinematic skyline views, hidden rooftop gardens and spaces that feel visually optimised for digital circulation. Office towers, especially the new generation of glassy luxury developments, accidentally became perfect raw material for this kind of experiential staging. There is also something very contemporary about the contrast itself: guests pass through sterile lobbies, turnstiles and elevators before emerging into hyper aestheticised rooftop fantasy worlds above the city.

**Trend: Romanticising the mundane**

## Tech Neck



We've unlocked a new wrinkle to worry about - Text Neck's more sophisticated cousin, Tech Neck. **People are paying thousands** to not only correct the well-documented postural problem but those pesky horizontal creases it creates, too. From at-home treatments, like neck firming agents and electric current devices to clinical laser treatments (up to \$1K per session), there are plenty of remedies on the market. One office in San Diego even has a communal red light therapy device. But if your office manager won't put in the order, **The Daily Show** has parodied tummy time as a cure (which does have some scientific backing). May we suggest finding your local **Alexander Technique practitioner** as a natural solution that won't break the bank...

**Trend: Hot at work**

## Mom Aesthetics



Choose Your Mom Aesthetic! Hot Mom, Rich Mom, Sport Mom - just a few results you'll get if you type 'Mom aesthetic' into Google. Parents of the internet are curating their family life as a reflection of their aspirations. Why? **DeRoche says** "that at the heart of the parenting aesthetic debate is also a desire for control over something — anything! — related to raising a child." What we're witnessing is parenthood being divvied up into an infinite amount of aesthetics to brand and sell. If you need a little inspo, have a look at the most popular mom aesthetics of the moment: **butter mom**, **whimsy mom**, **Tuscan mom**.

**Trend: Scrunchy Parenting**

# IT'S NOT THAT DEEP

(Unless you want it to be)

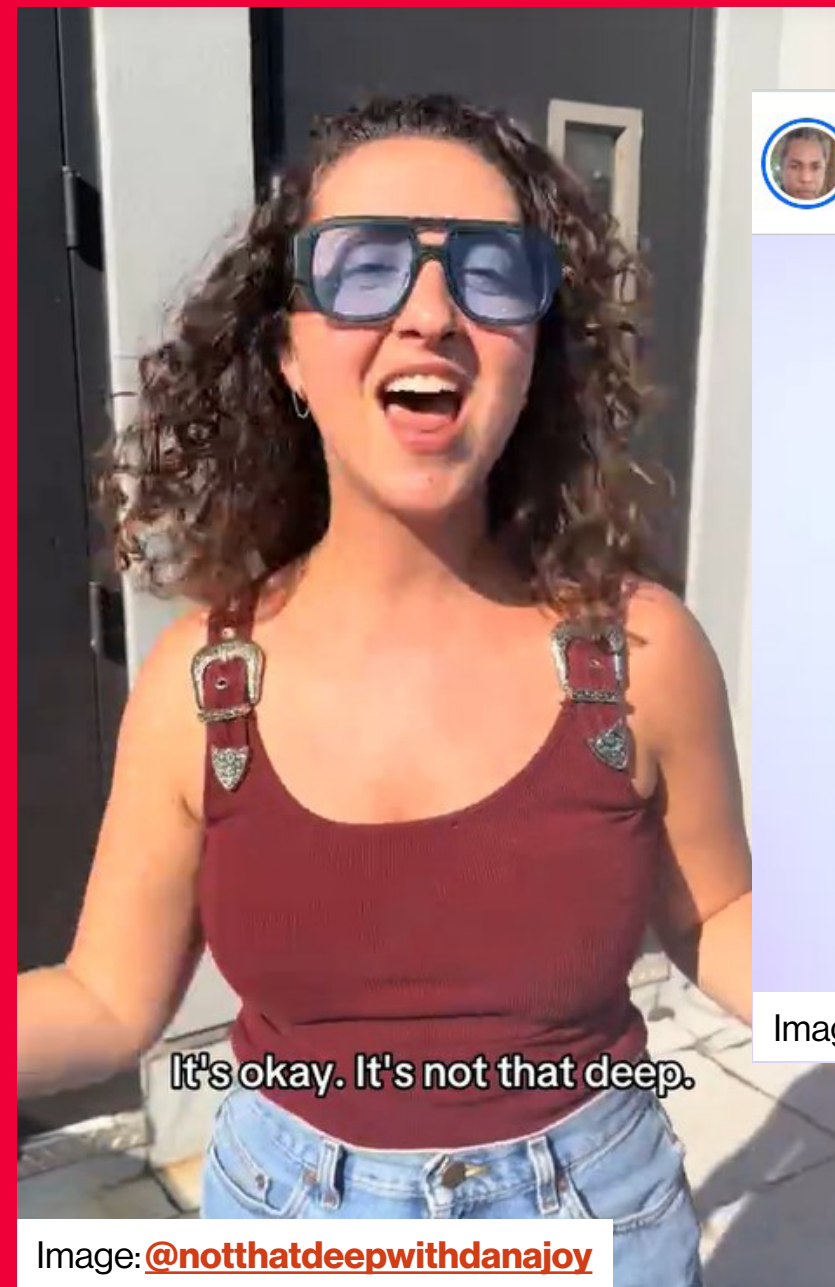


Image: @KelechiDeva

It's okay. It's not that deep.

Image: @notthatdeepwithdanajoy

## The Overlooked Skill We All Need Online: Critical Ignoring

Thinking critically matters, but in today's attention economy, knowing what to ignore may matter even more.

Image: Misguided: The Newsletter



taylajaye\_ 3-10

No fr it's not that deep #f Image: @taylajaye

## Weber Forecast Insight

In 2026 people are actively ignoring content that doesn't bring them peace. They're stepping into their confidence and doing it in their own way – through the serious times and the light-hearted ones. Brands that partner with their confidence (rather than prey on insecurities) will resonate with the ones who follow an *it's not that deep* mindset.

Didn't pass that important exam? Don't sweat it, *it's not that deep*. Can't remember the rules to a game? It's ok, *it's not that deep*. Want to post that video on TikTok? Do it. *It's not that deep*.

It's not a new phrase – it's been thrown around the internet **for at least 15 years**. And it's led to plenty of people weighing in. From **literally nothing in life is that deep** to the phrase **it's a red flag** to you **seriously lack critical thinking** if you think things aren't that deep. At its worse, **it's insensitive**, minimising insecurities and complex trauma. At its most innocent, it's a **reminder to lighten up**, a modern day 'don't sweat the small stuff'.

But what does the use of *it's not that deep* mean in 2026? Well, it could well be signalling a shift away from the critique that we're losing our ability to think critically, to a place where we consciously choose to 'critically ignore'; **a strategy** used to filter out low-quality, distracting information to protect attention and focus. And what happens when you critically ignore? You let go of anxiety and make room to focus on what truly matters to **you**.

If there's a shift, Demi Lovato is leading it with the release of her deluxe album *It's Not That Deep (Unless You Want It to Be)* in spring 2026, which followed the original *It's Not That Deep* album in late 2025. Her 2025 album was made from a **light-hearted, celebratory** space where she wasn't taking herself too seriously. While of her 2026 album **Demi wrote**: "the deluxe of my ninth studio album. a continuation of the joy, freedom, and sexiness this music allowed me to feel...**maybe it is that deep**..."

Time will tell how widely this sentiment resonates, but in the meantime, we'll be joining those who are finding the **confidence** and **ease** it takes to relax into the moment. There's real power in finding a comfort within yourself to take out into the world – sure, *things are deep* but the worries that keep you from showing up as your real, authentic self, flaws and all, aren't.



# BRANDWATCH



Inspiring creative from around the world

## Uber



Image: [@uberjpn](#)

Uber is drifting into a culture-first IRL experience. **“Uber Drift”** transforms a once hard-to-access subculture into a **premium, bookable experience** with professional drifters at the Mobarra Twin Circuit in Tokyo. By tapping into tourists growing appetite for **insider, story-worthy moments**, it's a clever brand play; less about getting from A to B, and more about creating unforgettable experiences. BRB living out our *Fast and Furious* dreams.

## JanSport x Eastpak x BEAMS



Image: [@beams\\_america](#)

The latest JanSport x Eastpak x BEAMS collab is a masterclass in nostalgic reinvention. The **“Hybrid Pack”** taps straight into Gen Z's love of remix culture - splicing two heritage icons into one highly **Instagrammable, collectible drop**. It's equal parts familiarity and fresh, using BEAMS' 50th moment to bridge US legacy and Japanese curation cred. Old-school staples + new-school energy = DREAM bag.

## Diesel x Tinder



Image: [@diesel](#)

Diesel and Tinder have partnered up for something special this Pride Month. Blending dating and fashion together in the **“For Successful Loving”** collection not only reworks Diesel's iconic slogan into a message of connection and inclusivity, but the **capsule drop** is for sure swipe worthy. Backed by a **\$200K donation** – this is good news we need.

## OREO

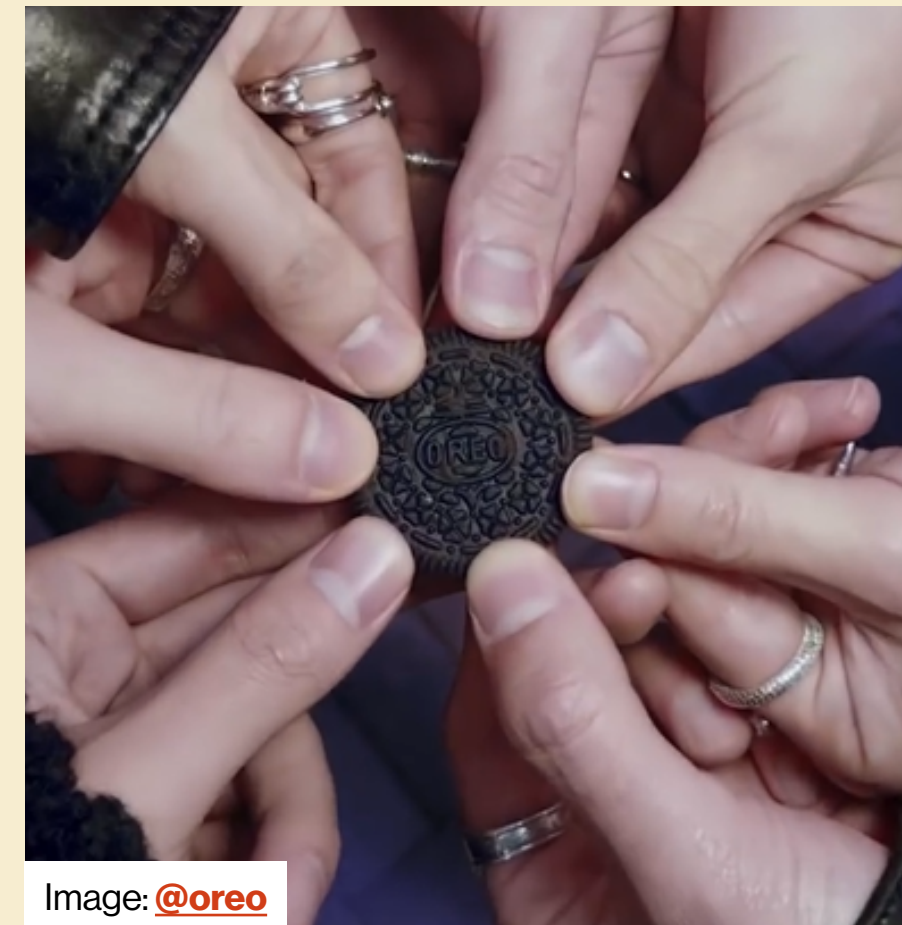


Image: [@oreo](#)

Oreo and BTS are serving up pure fandom gold. The **hotteok-inspired cookie** taps into cultural authenticity while offering hardcore fans **13 bespoke embossments** and interactive touchpoints with their favourite band. From 8th June, fans can write digital letters to BTS for a chance to win exclusive prizes. This **sugar rush collab** is giving flavour, nostalgia and global star power.

## McDonald's x Nike



Image: [@nikebasketball](#)

From fries to footwork, this unexpected collab is serving desert vibes. Inspired by the iconic **turquoise-arched Sedona McDonald's** and swapping out the renowned red and yellow, **The Nike Book 2 McDonald's** sneakers taps into cultural nuance over cliché, keeping it fresh and not forced. Equal parts storytelling and performance, this sneaker proves sometimes the best collabs come from taking the scenic route.

# 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

