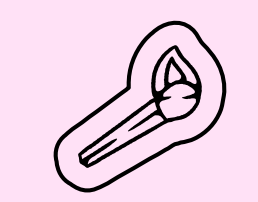


# WEEKLY TRENDS REPORT

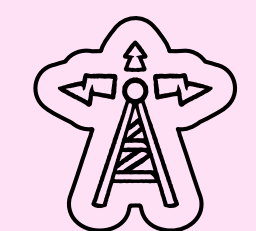
Friday 19 June 2026



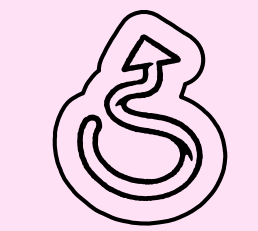
# THIS WEEK'S FORECAST



Trending



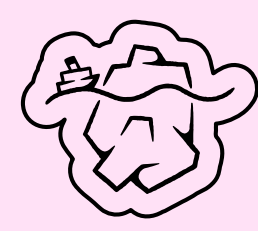
News you should know



On the up



Cancelled



It's gonna be big



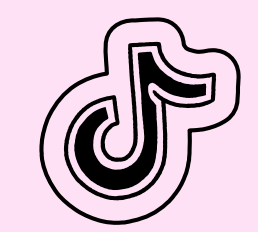
That's the tea



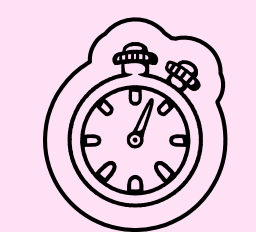
Sustainability



Consumer habit



TikTok trend



Be quick

# FOR YOUR INFO

This week's dates & microtrends

## TikTok trends

Get **fit with the Aeropickles**. Our butt has never looked this good.

Are you chronically online enough for these? Have you **been taken to Bangladesh yet?** And **Gut Genug**.

## ICYMI

We didn't jinx it. **Knicks in 5**. And the **Carolina Hurricanes win the Stanley cup** after 20 years.

Who doesn't love an underdog. 40 year-old **Vozinha shuts down Spain** and **Curaçao scores 1 against Germany**.

## Phrase of the week

**"Pickle is the pumpkin spice of summer."** The green crunchy pickle is literally everywhere and in everything.

## Digi updates

The UK is **passing an under-16 social media ban**. Sorry kids, you'll have to talk with your family or do homework for fun now.

The **conflicting promises of an AI future**.

## Tea of the week

Influencer culture has become too **hand-in-hand with bridal parties**.

## What we're loving

**Jordyn Woods's' Lucky bag that 'won'** the NBA finals. It came in clutch!

Basically, the Avengers of new gen K-Pop. **LE SSERAFIM x ILLIT x KATSEYE**.

## Established trends

**Gen Z are OBSESSED with caffeine**. If we don't shake uncontrollably at least 2/3 of the day, what's the point?

**'Little' luxuries accessories** are in high demand. Think bag charms but for your body.

## Insights of the week

Looking for a new outfit? Go **full Chrome Hearts** or **rent your wardrobe** or **go full thrifted**.

The **British food scene is turning rotten**.

## On our radar



Supergirl – 26 June  
Jackass: Best and Last – 26 June



House of Dragon S3 – 21 June  
The Bear S5 – 25 June



Deltarune Chapter 5 – 23 June



## Weekly dose of cute

**Hobbitmaxxing**, **purrito**, **Lisa Rinna's outfits** and **Edna Mode**.

## Rising trends

Remember **who you are Tumblr girls**. The aesthetic is making a cool comeback.

Drink of the summer? **Kool-Aid Pineapples** are the neon sugar drink of the moment.

## The future

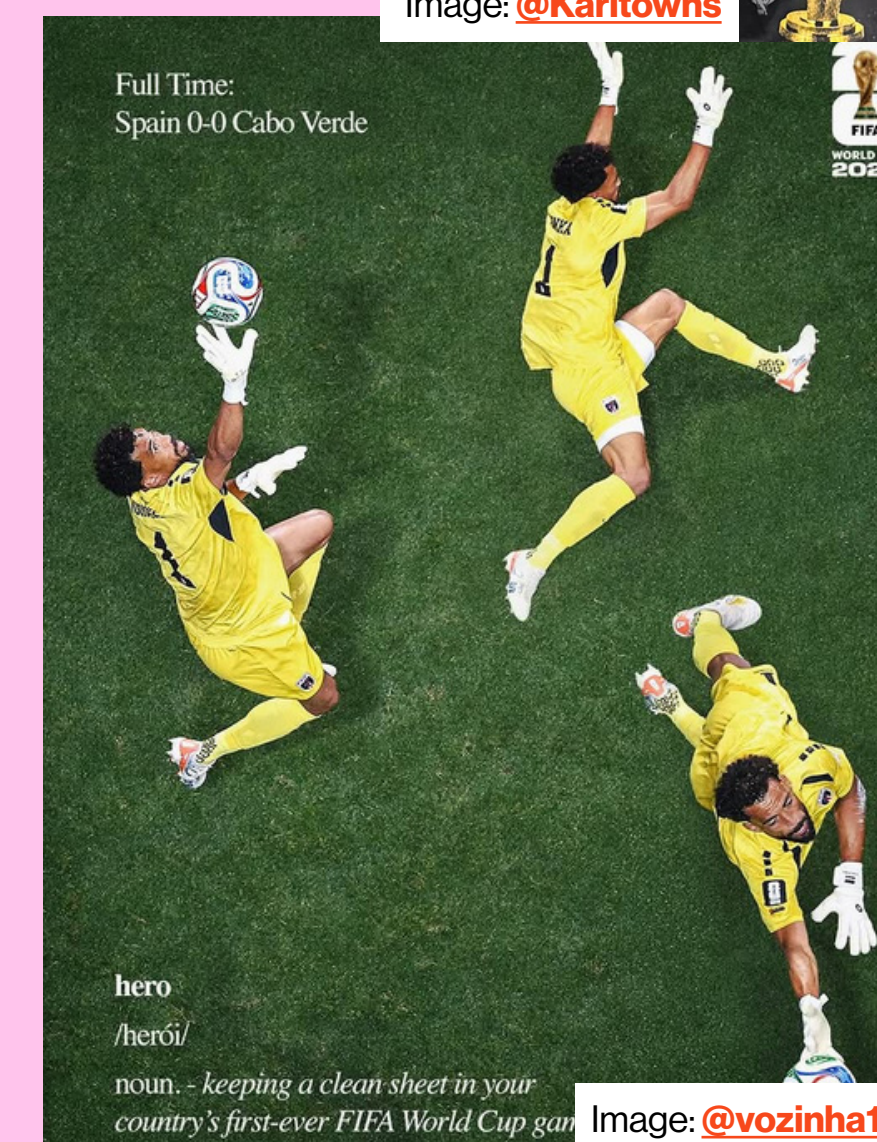
Would your **life be completely ruined if all of your digital data came out?**

## Stat of the week

**13 to 24-year-olds** who say they primarily listen to songs from the 2020s has dropped from 55% in 2021 to 44% in 2025.

## Ones to watch

**Disclosure Day launches to \$93 million**, **RIP Pizza Hut**, **Shrek 5 trailer**, and **24 Jump Street is in development**.



# TREND TRACKING



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

## Real manly



Image: [@hotboiscry](#)

Countering toxic online masculinity culture, unique clubs around the world are popping up dedicated to creating **safe spaces for vulnerability**. Examples like **Hot Boys Cry** and the viral **Pints and Ponytails** are a direct rejection of the macho toxic masculinity. These safe spaces are showing men of all ages that there's more to being a man than slamming a six pack and going to the gym. While on TikTok, wholesome men are cutting through the brofluencers and are going viral for their **bromances** or their **undying love for their wives**.

Trend: Looking up to UNC

## A cultural exchange

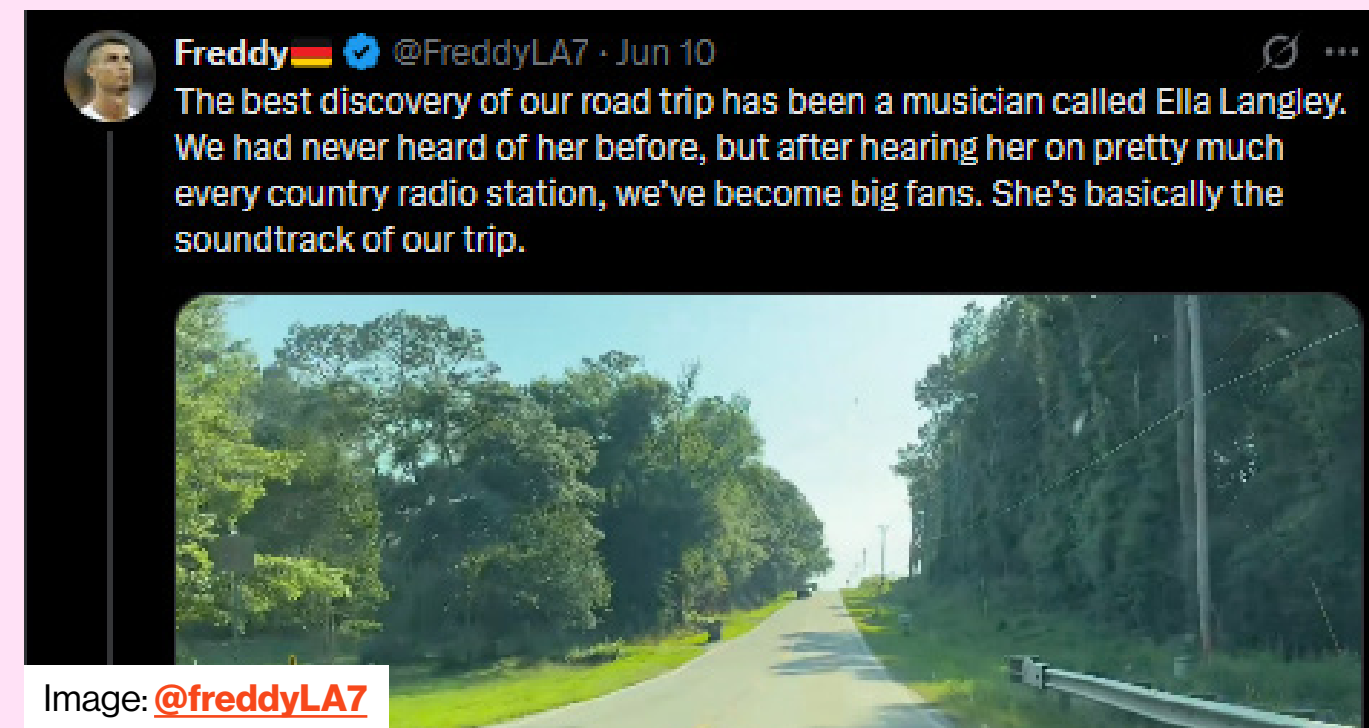


Image: [@freddyLA7](#)

This World Cup has become a melting pot of cultures that typically wouldn't interact with one another. There's tons of heartwarming and beautiful exchanges between unlikely countries. Our favourite being **FreddyLA7's X account** where the wholesome German football fan shares his first time in the States. It went so viral that he's getting invited by **NASA, JJ Watt**, and soon meeting **Ella Langley**. Mexico and South Korea are having a **K-drama/telenovela** moment with the words **Coreano, hermano ya eres Mexicano** going viral and memes of the **mixed children in 9 months**. And we can't forget about **the Tartan Army taking over Boston**. Do us proud lads.

Trend: Under the new influence

## Pick a card



Image: [@gabangel\\_official](#)

The **playing card market is experiencing a major boom**. Originally for Cardistry, the performance act of card flourishing, fancy card decks have found a new audience: collectors. Artists and brands can create art for the actual box, the front and back of the playing card and can also decide on the material. **Limited edition drops** and **collabs** are consistently selling out. It goes against the randomness of a blind box or a Pokémon card pack; consumers know exactly what they're getting.

Trend: In the heart of the cards



This week's long read

# TASTESLOP

## The new cultural moat

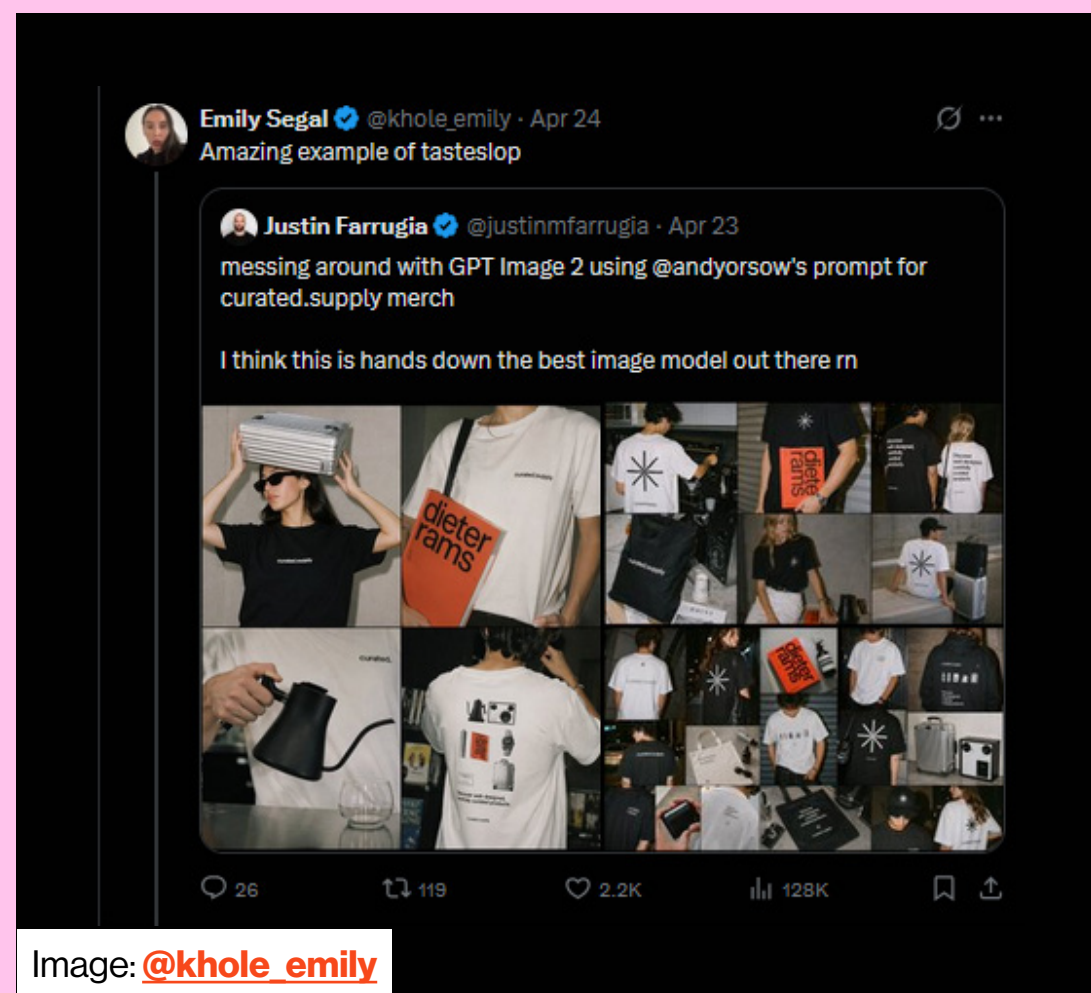


Image: @khole\_emily



Image: @TheNewYorker

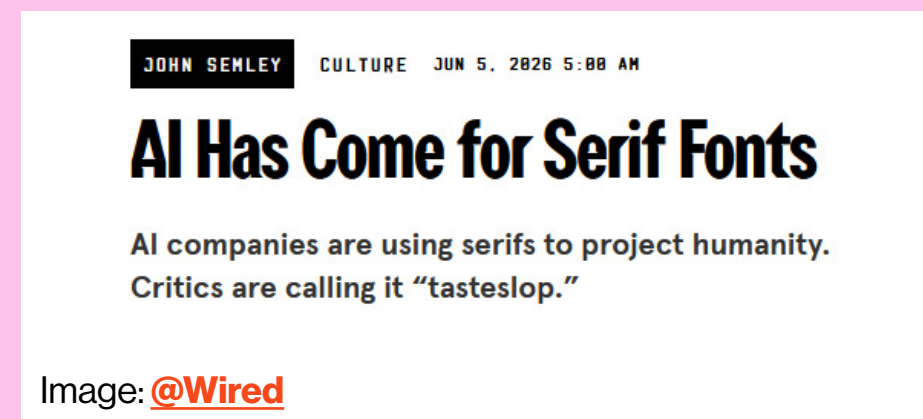


Image: @Wired

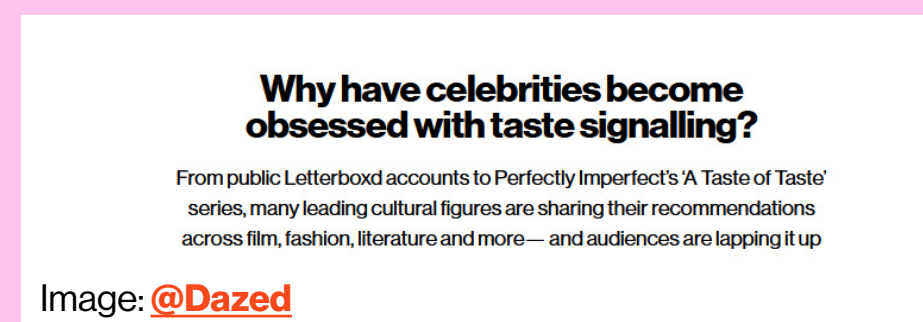


Image: @Dazed

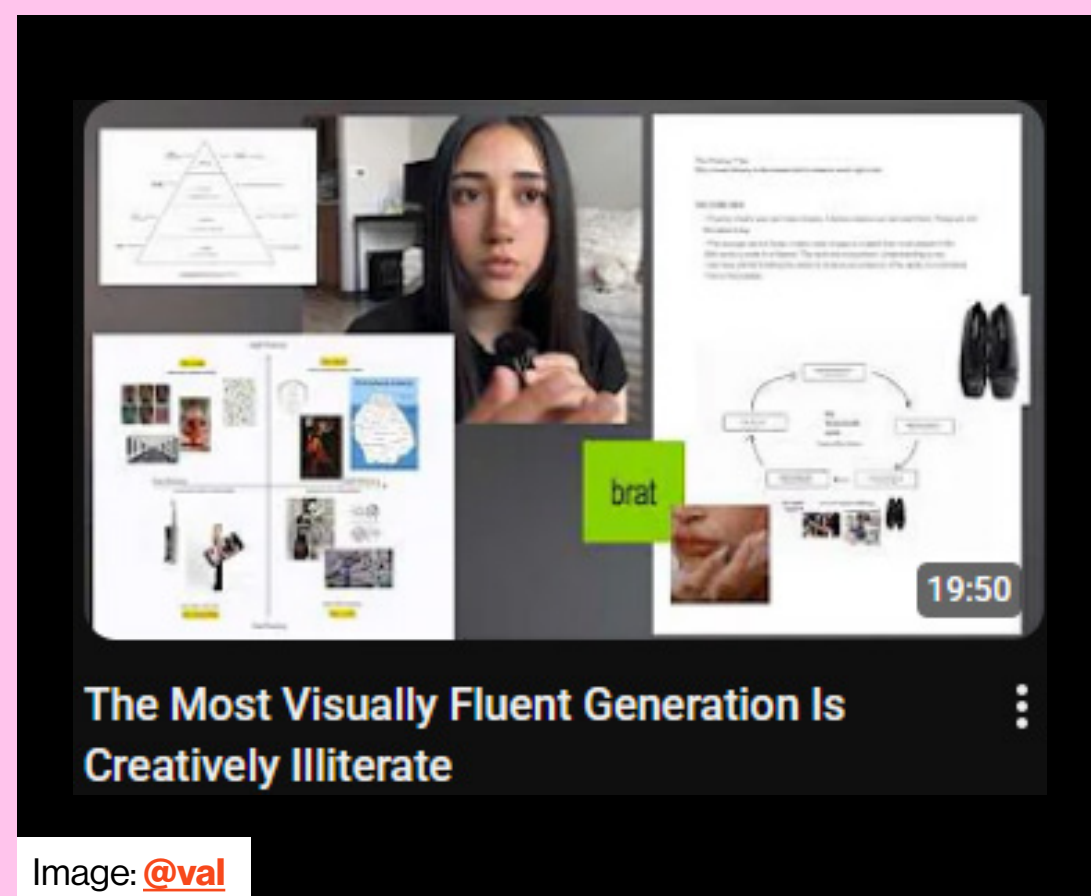


Image: @val



A new cultural buzzword has entered the villa. In 2026, taste is the cause of our anxiety.

Taste is being framed as the last human edge marked safe from automation or scale. As AI democratizes production means, turning everyone into a creative, the real differentiator is shifting from *making things* to knowing which things are *worth making*. This has triggered a **frenzy in Big Tech**, where “taste” is being invoked with the same evangelical energy that “disruption” once was in 2010s.

But the more **everyone talks about taste**, the more standardised it becomes. In corners of the internet, taste discourse is converging on the same reference points. The same archive fashion pulls,

Rimowa suitcases and “deep cuts” circulating, rather than signaling discernment. The likes of **Claude** are adopting the grainy, analogue look together with serif fonts, emulating human imperfection.

Trend forecaster **Emily Segal** was first to coin the term *tasteslop*, describing the algorithmic flattening of art, fashion and design into beautiful blandness lacking the friction and specificity of human curation. But real taste has always been slower than a prompt: built through history, context, discernment and pattern recognition, leaving us in a strange loop of turning taste into another shared template, rather than the antidote to it.

## Weber Forecast Insight

The rise of taste discourse is a reminder that attention is little without credibility. As culture becomes increasingly sensitive to sameness, there's an opportunity to signal discernment through sharper curation and clearer point of view.

# BRANDWATCH



Inspiring creative from around the world

## Google



Image: @googleearth

**Google Earth's flight simulator** is back - this time front and centre in your browser, not buried as a secret 207 Easter egg. With **real-time 3-D terrain streaming** and **arcade-style controls**, it turns global exploration into something accessible for all - inspiring travellers and future aviators alike. It's pure entertainment while showing off impressive technology. Jet setting but with zero jet lag - sign us up!

## Commodore



Image: Commodore

Commodore's **Callback 8020** flips the script on smartphones. This Y2K-inspired device leans into nostalgia while combatting doomscrolling and online fatigue. You still get the essentials (WhatsApp and Spotify etc.) but this new handset is perfect for the ever-increasing consumer demand for **tech minimalism**. Retro tech for the win again! Cya in the real world xoxo

## Needles



Image: @albinoandpreto.jp

Needles has teamed with Albino & Preto to make **Jiu Jitsu chic**. Blending vintage sportswear nostalgia with athletic design and with real practitioners leading the campaign, it leans hard into authenticity - **less costume, more culture** - which gives the drop real credibility. Just when you think streetwear couldn't be more inventive...

## Rolex

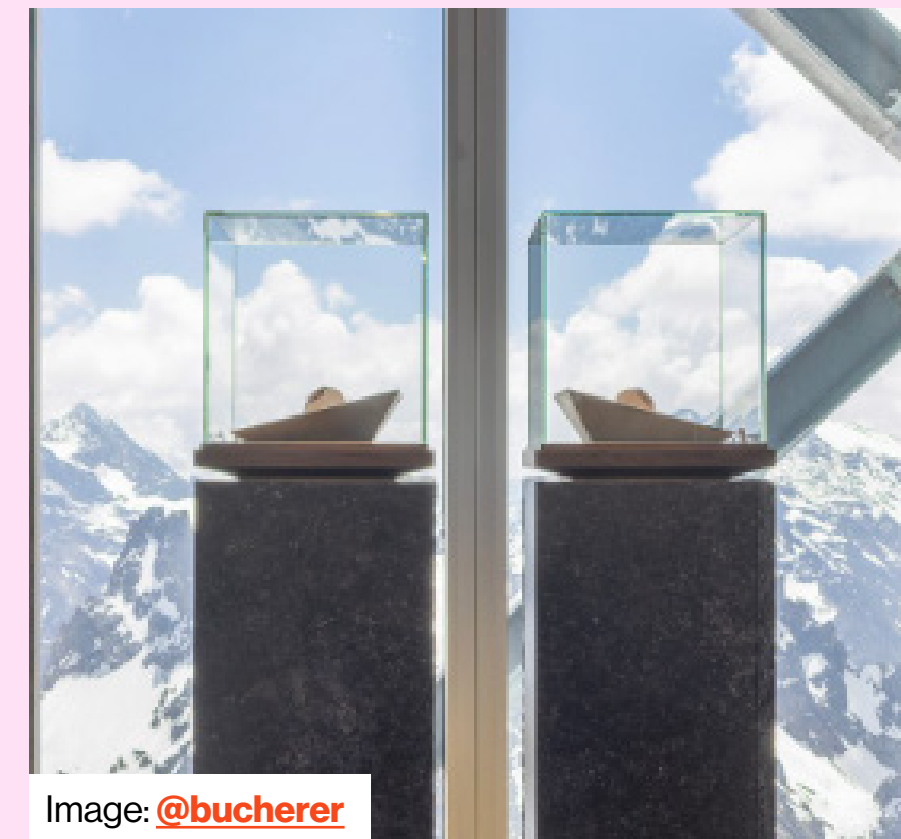


Image: @bucherer

Rolex has taken luxury retail to new heights with a **boutique** perched at the peak of **Mount Titlis** - over 3,000 metres up in the Swiss Alps. Reached only by cable car, it turns a simple shopping trip into a full-on destination moment establishing a **new global summit** for luxury watch retail. It's less about footfall, more about altitude-induced awe.

## Noah NY



Image: Noah NY

Fashion brand, **Noah NY**, has ventured into eyewear with its first collection featuring **The Angus** and **The Keating**. With both styles handcrafted in Japan from 100% Bio-circular acetate, certified biodegradable, and fitted with mineral glass, the drop prioritises longevity over disposability - an approach that bakes in the eco rather than bolts it on.

# 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



**Weber  
Shandwick**