



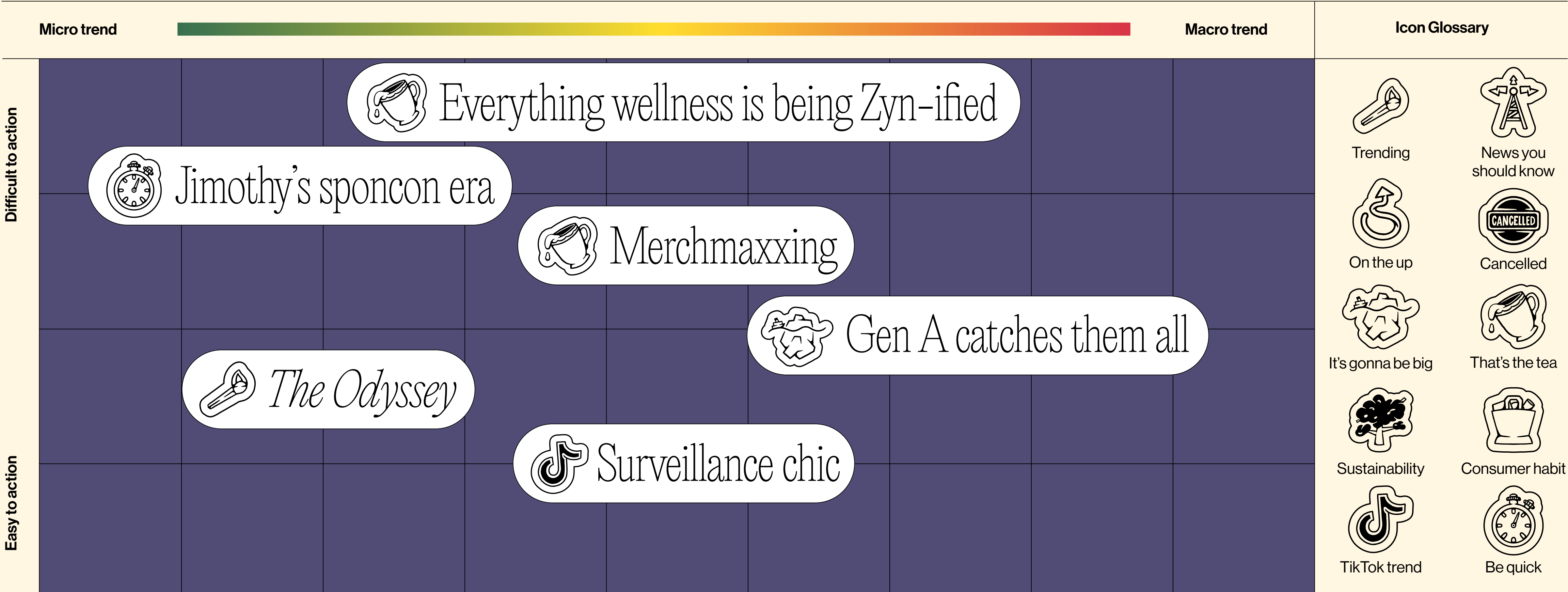
WEEKLY TRENDS REPORT

Friday 24 July 2026



Pictured: Gemini

THIS WEEK'S FORECAST



FOR YOUR INFO

THE WEBER
FORECAST



This week's dates
& microtrends

TikTok trends

Will you be tempted by [the song of the siren](#)?
The Odyssey soundtrack that's haunting everyone.
The [unhinged co-worker interview prank](#) trend.

ICYMI

[Salad bowl chains are flexing](#) their lack of diarrhoea
inducing iceberg lettuce and [everyone thinks they
have it](#). It's just IBS babe.

How the Spanish around the world are celebrating
their 1-0 victory. [In NYC](#), [Keyne the mascot](#), [London
is a party](#), the [cucu cucurella song](#) and [Spain erupts](#).

Phrase of the week

[“Women are starting to adopt the language of
looksmaxxing.”](#) How femininity and beauty on social
media is changing.

What we're loving

New monkey alert! The [orange lipped Likweli](#) are a
newly identified species.

The Odyssey is [an IMAX must-watch](#), a [must-read on
Wikipedia](#) and [is making \\$\\$\\$](#). Never doubt the GOAT!

Digi updates

The [people](#), [families](#) and [couples](#) letting AI have free
reign over their lives.

Music influencers are [being sponsored to promote
music](#) but aren't disclosing it. Instead [buy random
CDs](#) to find new stuff.

Tea of the week

[Gen Z women are having to be mothers](#) to their
partners and the [rise of low-effort men](#) on [TV](#).

Established trends

Everything [wellness is being Zyn-ified](#).

[Asking amateur luddites](#) if we really are in the year
of the analogue.

Insights of the week

[Young people don't want to go in politics](#) for fear of
violence and [AI execs are in fear](#) of angry investors.

[Young people are running faster](#) and faster to the
shock of retired runners and coaches.

On our radar



Spider-Man: Brand New Day – 29 July



Bleach: Thousand-Year Blood War S4 –
25 July



Halo: Campaign Evolved – 28 July



Arina Grande: Petal – 31 July
Shaboozey: TOCL&OWT – 31 July

Weekly doses of cute

[Dog model](#), [what models read](#), [Xzibit and his
cat](#), [Tony Hawk x Madison](#), [finding a monkey](#),
[Jimothy](#) and [the village super league](#).

Rising trends

All things grandma are on the rise, with [knitting](#)
and [dressmaking](#) being taught at Folk Schools.
In the mud. [Crabbing](#) and [mudlarking](#) are
must-try hobbies.

The future

The only [MMA we would watch is robots fighting](#).

Stat of the week

[The 1,273-designer transparency report](#). 54% of
designer freelancers had a client come to them with
AI-generated sketches to start a project.

Ones to read/watch

The [king of Ibiza](#), [photos for the Tour-de-France](#),
[slop biographies](#), [Marvel moves office](#), [Joy of the
WC](#) and the [Mickey Mouse Club returns](#).



TREND TRACKING



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

Jimothy's sponcon era

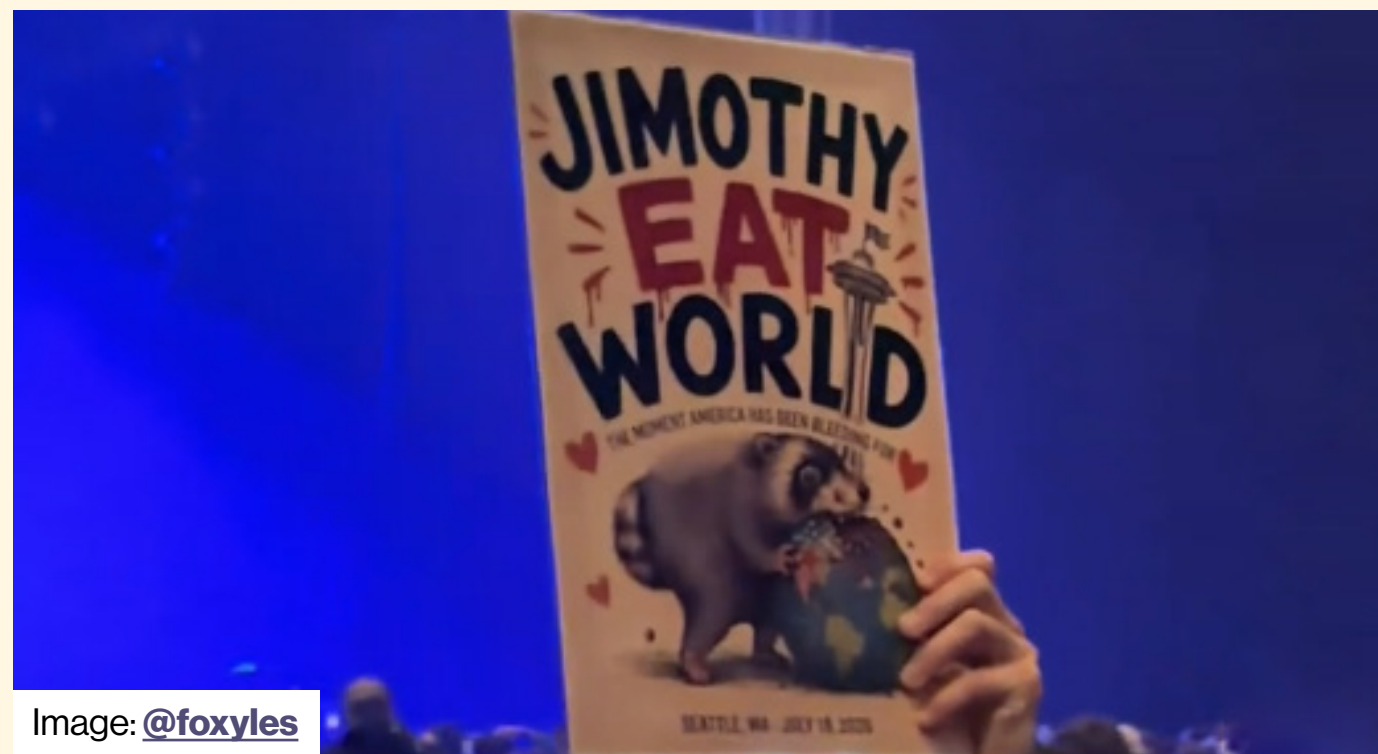


Image: @foxyles

The world has fallen in love with **Jimothy** the delightfully misshapen raccoon, and he's now a bonafide star. You can already find his furry **likeness in games** including *Halo*, ***LEGO Batman: Legacy of the Dark Knight***, and ***World of Warcraft***. Hasbro even **released** a *Dungeons & Dragons* monster sheet for Jimothy. But, look on social media and you'll see something different happening compared to previous internet darlings like Moo Deng. This time, people are calling for Jimothy to be protected by brands, that they want him to remain of the people. In response to Jimothy becoming an unknowing ambassador for brands like Burger King and Jack in the Box, people are declaring the whimsy to be over. A case study for not just jumping on any viral moment!

Trend: Animal magnetism

Surveillance chic



Image: @alexachung

There's a growing trend of subverting the big brother of it all by flipping surveillance tech into a content opp. Since the camera is always watching, why not take control of what it sees? As said in **CNN**, "people are taking self-portraits with Target self-checkout cameras, car backup cameras, and even their video doorbell" – forever it-girl Alexa Chung's recent post shows the latest in her series of looks **captured on her door cam** and there's even a **website** of NYC traffic cams so you can plan where to take that perfect shot. While some may say it's romanticising surveillance tech, others praise it for the lofi, casual aesthetic that veers away from cringe, curated shots. The trend comes as wearable surveillance tech, like Meta's smart glasses, face criticism for making recording invisible. These images take the opposite approach, embracing surveillance cameras in plain sight and transforming them from covert tools into visible creative devices.

Trend: Panopticontent

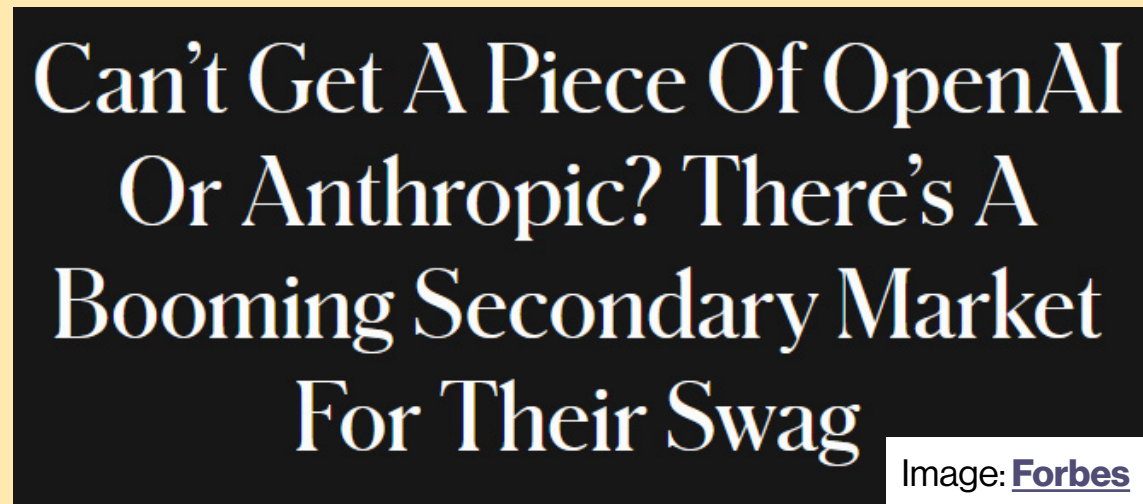
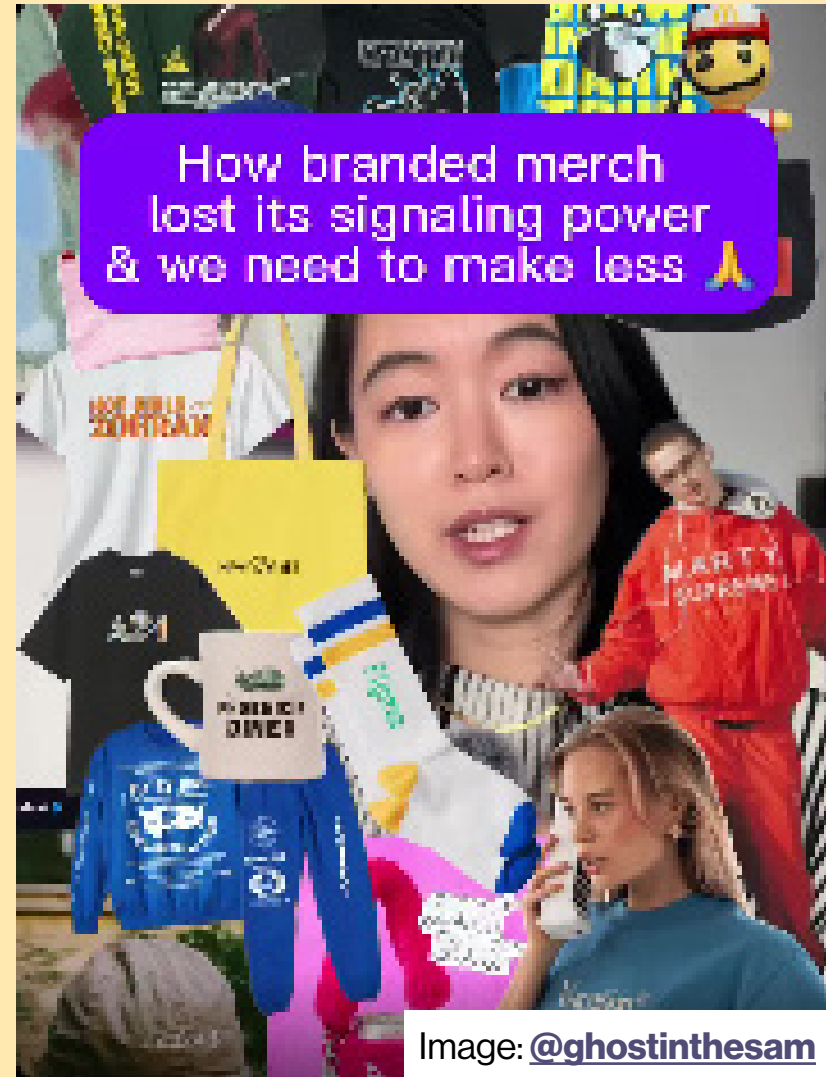
Gen A catches them all



Image: @aloeson

The coolest thing to bring to a Gen Alpha playdate? A Pokémon ringbinder. According to **one retailer** of the collectibles, the craze is the biggest it's been for the past 30 years, driven by a multi-generational love for the brand, childhood nostalgia, a boom in collectibles in general (44% of people consider themselves to be a collector) and the ubiquity of Pokémon – a marketing machine which now extends far beyond cards and TV shows into gaming, experiential apps, theme parks, clothing and McDonald's happy meal toys. Some modern teachers are also using it as a **learning tool** – and enthusiasts say it's moved from nerdy subculture into a mainstream pastime, while Bloomberg's recent **look inside** the rooms of teens revealed cards proudly on display. Today, it's still cool to be into Pokémon.

Trend: In the heart of the cards



Weber Forecast Insight

For brand merch, the opportunity isn't simply to create more merch. It's to create better merch – if needed at all! The brands that win long term will be those that turn merchandise into meaningful storytelling, prioritising quality, sustainability, and cultural relevance over short-term hype. In a world where everyone has merch, the real differentiator is giving people a reason to keep it.



This week's long read

MERCH-MAXXING

The *real* price of brand fandom

It feels like every brand is a merch brand. Why? Over the years, branded merch has become the ultimate form of social currency, transforming consumers into willing ambassadors of the brands they love. Brands are not just selling the likes of apparel and accessories. They are selling identity, belonging and a lifestyle people want to be associated with. It's a badge that says, "I'm part of this."

While not a new concept, brand merch is popping up everywhere – now more than ever. Gen Z favourite Parke recently partnered with Dunkin' on a collection of varsity sweatshirts and accessories that sold out in record time, with fans scrambling to secure pieces before checkout timers even expired. The list is endless. Think Taco Bell x FREAK'S Store, a Lexapro Clock (hot in the thrift scene), and Pizza Hut's HUT originals capsule. Even Rate, the mortgage company (yes, mortgages) has launched RateFit, a wellness-driven lifestyle and athleisure apparel brand. Meanwhile, tech brands are proving no category is immune. OpenAI's new merch shop, Supply Co., offers everything from embroidered quarter-zips to branded basketballs, while AI company apparel has already begun fetching eye-watering resale prices online perfectly exemplifying the booming secondary market.

The message is clear. Consumers don't just want products from brands – they want products *about* brands. But there's a catch. The rise of limited-edition drops and hype-driven merchandise is helping fuel a culture of overconsumption. Modern merch while initially taken from the streetwear playbook, has recently been criticised for its fast fashion likelihood. Brands are creating urgency, scarcity and FOMO around items that, in many cases, people don't actually need. In her Ted Talk, Ella Li explained "*while overconsumption does have a lot to do with consumer habits, it ultimately begins with overproduction*". The result is more stuff being produced, purchased and eventually discarded, adding pressure to already stretched environmental systems. PBS So Cal found Americans now buy four times as much clothing as they did four decades ago and in Los Angeles alone, there are over 70 tons of textiles discarded annually.

There is change coming though. As of 19th July, large companies across the EU are prohibited from destroying unsold clothes, clothing accessories and footwear leaving brands to consider if they really need to make merch or take something they already have and adopt the reuse/repair method.

BRANDWATCH



Inspiring creative from around the world

Uber Eats X wagamama



Image: [@ubereats_uk](#)

From wok to wheel-spin in record time, Uber Eats and wagamama are turbocharging food delivery with “[Drift Deliveries.](#)” To celebrate [wagamama joining the platform](#), select orders will arrive via a custom-wrapped 1998 Toyota Chaser driven by British Drift Champion Ollie Evans. This iconic blend of food, car culture and entertainment transforms a routine delivery into a shareable experience – nothing says “your order is on the way” quite like a drift car.

Sol de Janeiro



Image: [@soldejaneiro](#)

Spritz, spritz from the boys! Bringing its signature Brazilian energy to the other half of the population, Sol de Janeiro has launched a men's fragrance with [Cheiroso Cologne Mist](#). In a market that is often split between body sprays and traditional colognes, this new mist stays firmly rooted in SdJ's [joyful, community-led identity](#) while introducing something new to its new audience. Brazilian sunshine, now available in the men's aisle.

Echo Falls



Image: [@echo_falls](#)

Our Gen Z prayers have been answered. Echo Falls and GK Barry are tapping into handbag-free habits with the [Carry-All Bra Top](#). Designed to hold everything from phones and keys to even a chilled serve of [Echo Falls Blue Raspberry](#), it turns a common night-out workaround into a [full-blown fashion statement](#). Backed by consumer research and packed with social-first appeal, it's the kind of playful, conversation-starting launch that blurs the line between product, content and cultural moment. We're obsessed.

Pokémon X Puma

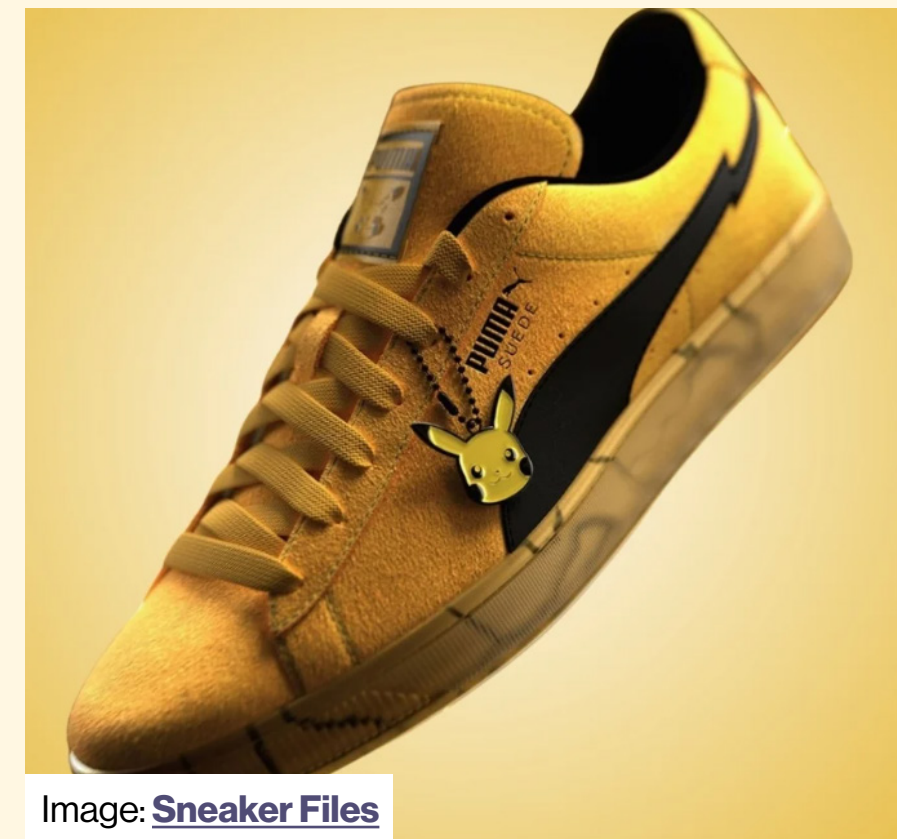


Image: [Sneaker Files](#)

Pokémon and PUMA are turning up the nostalgia dial with a Pikachu-inspired take on the [classic Suede](#), landing as part of [Pokémon's 30th anniversary celebrations](#). It leans heavily into fan love while giving a heritage silhouette fresh energy. At a \$300 price point and with a very limited release, it's the kind of drop designed to spark conversation, exclusivity and a healthy dose of FOMO among both sneakerheads and Pokémon fans.

IKEA



Image: [IKEA](#)

IKEA's new [KOMPISHÄNG collection](#) is built for people whose postcode changes almost as often as their plans. Designed for city living, the range features [lightweight, portable furniture](#) that can be carried, folded, stacked and moved without needing a car, all while staying budget-friendly and multifunctional. More than just practical furniture, it taps into the growing demand for flexible living, proving that even temporary spaces deserve some personality.

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

