

WEEKLY TRENDS REPORT

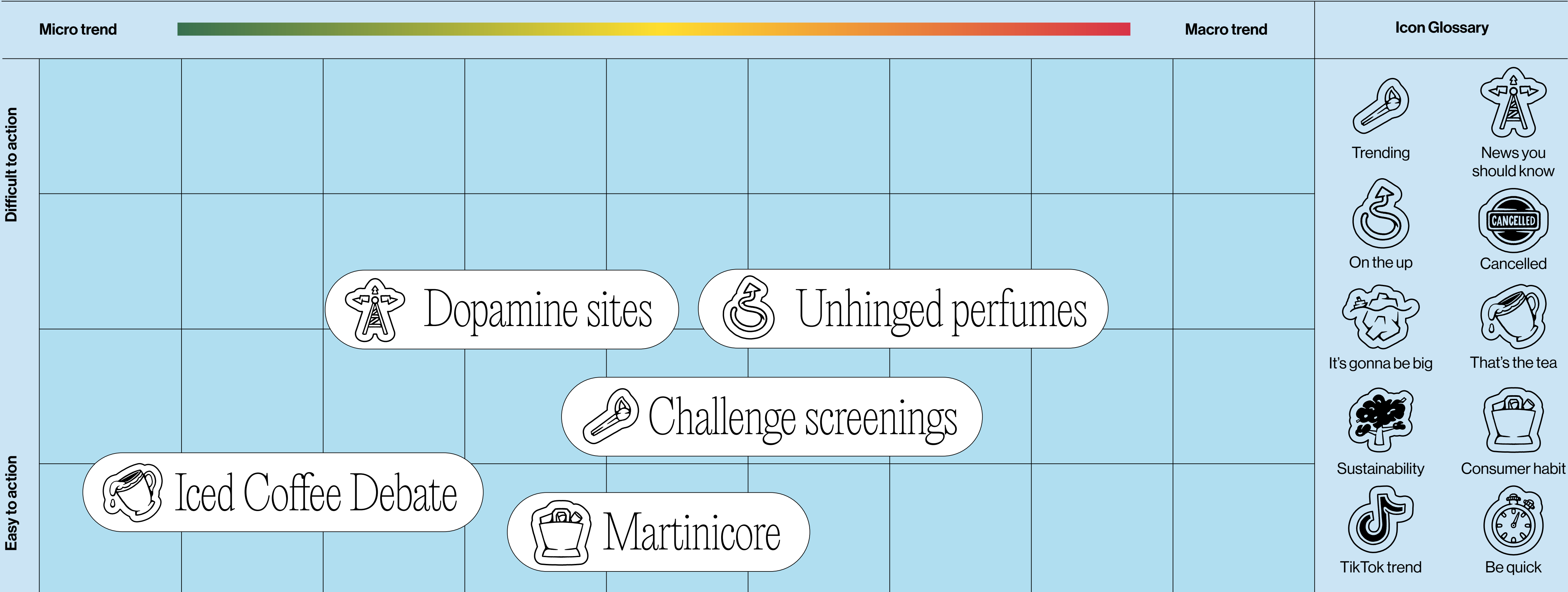


Friday 25 September 2026



Pictured: Adobe Stock

THIS WEEK'S FORECAST



FOR YOUR INFO



This week's dates
& microtrends

TikTok trends

Bedazzle and whimsy your life with [sprinkle suitcases](#), [Guile's hair popcorn holder](#) and [\\$999 trash can merch](#).

ICYMI

The [Great Iced Coffee Debate](#) took over the internet this week. Which side are you on?

Squishies, brainrot figurines and fidgets are among the items in [Gen Alpha's backpacks](#).

MSCHF's [Lexus](#).

Phrase of the week

[Patient Zero](#).

Digi updates

The coding community are [obsessed with a digital fly brain](#). Of course, *DOOM* can be played with it.

Tea of the week

The new [tech-bro is now chain smoking](#). No, they will never be cool.

Speaking of 'cool', [martinicore](#) is taking over.

What we're loving

The greatest mash-up ever created, an [Irish rapping wrestling event](#).

The [National Museum Of Korea](#) held the [funniest exhibit costume competition](#).

Cloudspotting among the list of [UK's weirdest hobbies](#).

Established trend

We fell to our knees and seagulls stole all our chips. [Fish and chip shops are on the brink](#) of extinction.

Insights of the week

The reality of being [over 50 and trying to get a job](#).

A deep-rooted [obsession with self-storage facilities](#).

Sherwin Williams' 2027 colour of the year: [celery](#).

Weekly doses of cute

[Thanks Wally](#), the [shorebird](#), new [Thomas the Tank engine](#), the [winners of a microscopic video competition](#), [adopt a data centre](#) and [Fat Bear Week](#).

On our radar



Digger – 02 October
Verity – 02 October



LEGO One Piece – 29 September
Adventure Time: Side Quests – 02 October



Victoria Monét: Frequency of Love – 02 October

Rising trends

Want to go to private school? It's either [no-tech farmwork](#) or an [ultra-rich Goldman Sachs bootcamp](#).

Onitsuka's [kitten heels](#) are actually ok??!

The future

What [10-year-olds predict 2050](#) to be like. We gotta step up so we can make their dreams come true.

Stat of the week

The Netflix audience is flocking to Anime at [10 times the rate of other genres](#).

Ones to watch

[GTA 6's music album](#), the [Seven Up series concludes](#) and [Mbappé is lured to ON](#).



Image: [@streetfightermovie](#)



Image: [@SherwinWilliams](#)



Image: [@nationalmuseumofkorea](#)

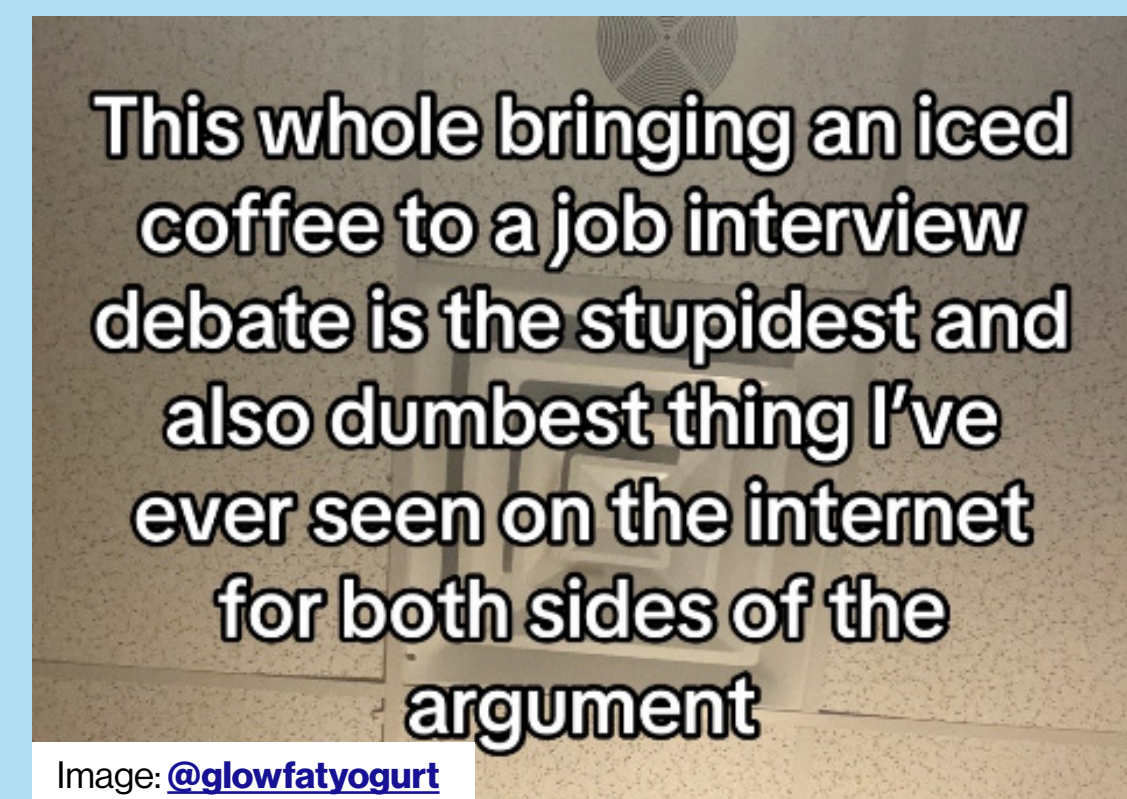


Image: [@glowfatyogurt](#)

TREND TRACKING



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

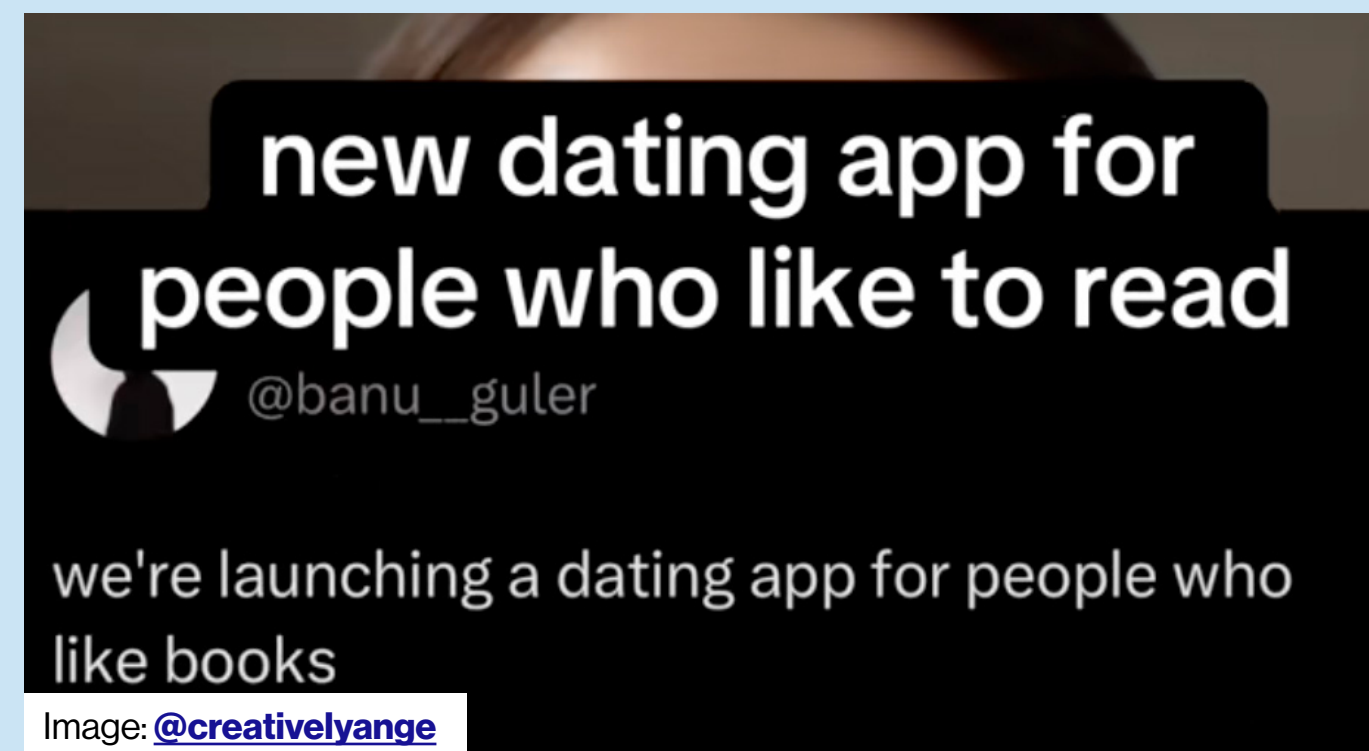
A challenging watch



Whatever happened to the days of going to the local cinema and scoffing popcorn in a regular bucket with your crush in the back row? Cinema screenings have had the attention economy treatment and are increasingly coming with a **challenge themed** to the film. Recent examples include Neon's **36-hour screening** of *It Ends*, pitting different rooms against each other in an endurance-style test, and Lionsgate's **influencer screening** of *Fall 2* which saw them balance on wobbling platforms to add yet another layer of tension to the film. For smaller, indie films without the budgets for press tours, the challenge screening is a quick and easy way to generate buzz and intrigue. With Gen Z **'rescuing' cinema**, these immersive screenings tap into fandoms and create talkability through novelty and FOMO.

Trend: Announcements gone wild

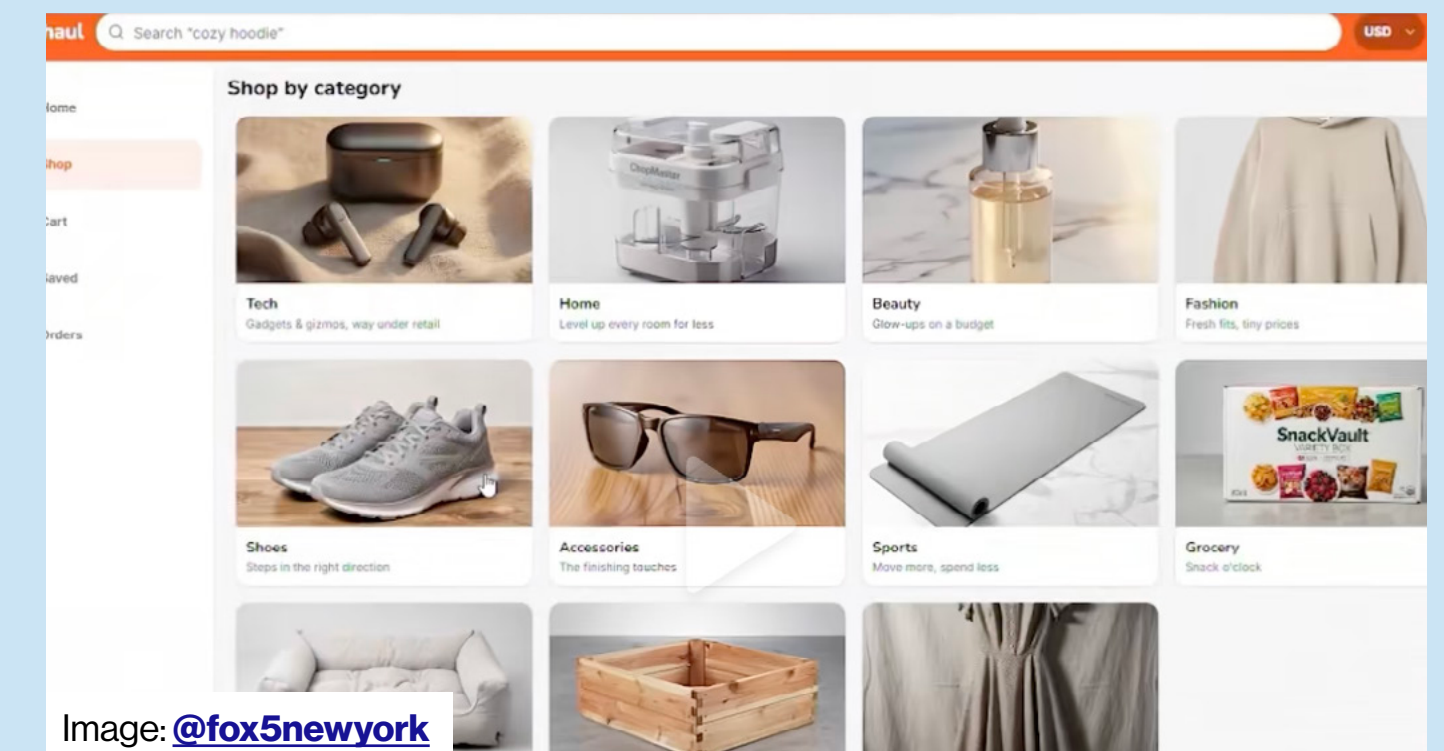
Knowledge signalling



In 2026, knowledge is more desirable than ever. New dating apps tap into 'smart' hobbies, as founders hope to spark romance over the likes of books. **Readme** launched in New York last week with a promise to "use psycholinguistics to read you like a book and show you potential matches." According to **attendees** at the launch, flirting was at "an all time low", so it remains to be seen if a shared love of language can save the day. Elsewhere, museums, galleries and auction houses like **Sotheby's** are cashing in on hospitality, partnering with chefs to create dining experiences that complement the surroundings. According to **Future Lab**, "the next generation of members' clubs won't be valued for exclusivity but will provide curated experiences where visitors can express their taste, discover new ideas and belong to distinctive cultural worlds."

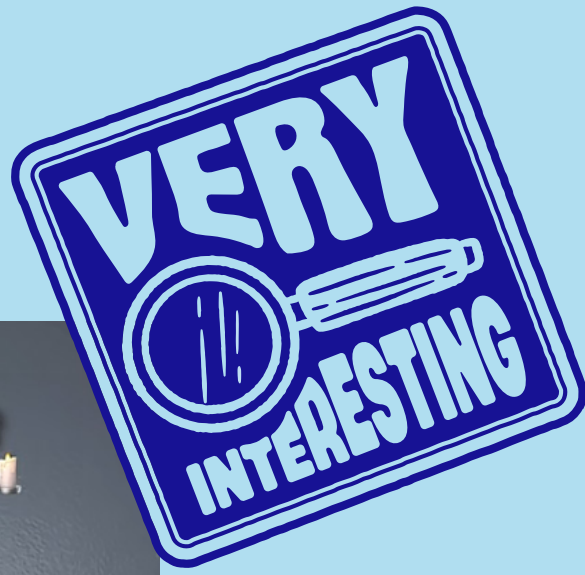
Trend: Under the new influence

Dopamine sites



The South Korean trend of dopamine sites has been exploding worldwide. It started with shopping sites like **FakeHaul**, where you'd fill your basket with items, go to the checkout and click 'pay' – but the only thing taking a hit would be dopamine levels as the purchase never actually goes through. The sites have gone beyond retail therapy, with **Damta World** mimicking a smoke break and **FoodNeverComes**, which gives people real recipes for the food they 'order'. According to **the NYT**, these vibe coded websites get millions of clicks every month, which could position them as viable tools to help people curb bad spending habits.

Trend: Consumers against consumerism



These perfumes are bottling
the scent of the internet



Image: [@dazeddigital.com](#)



Image: [@treenz](#)

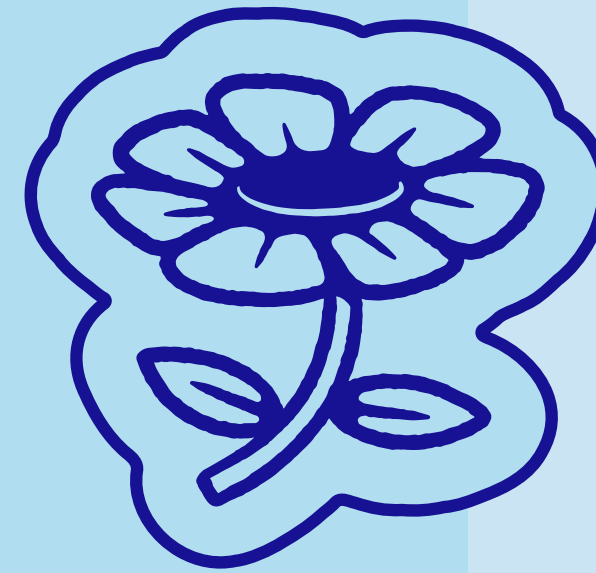


Diet Coke Is About to Become
Your Signature Fragrance

Not all vices smell this good.

allure

Image: [@allure](#)



I SMELL NOTES OF UNHINGED

Why perfumes are getting weird AF

This week's long read

Ghosts. Kitten fur. Diet Coke. The internet. Timothée Chalamet's armpits. Wonder what's common among all these? They're all signature notes in perfumes blowing up on TikTok.

Perfumes were once meant to signal sophistication and desirability. So why do we suddenly want to smell weird? Because scent is emotion. And in this age of copycat culture and emotional numbness, we are craving something that provokes, evokes, and transports us. That's exactly what these scents are doing — serving as emotional portals.

The familiar whiff of Diet Coke brings comfort and belonging. The smell of the early-2000s internet (yes, a [Skype perfume exists](#)) triggers pure nostalgia. The scent of a celebrity's sweaty armpit offers a

connection to a specific cultural moment, just as the smell of ghosts and decay transports us to another world. As [Brieuc Larssonneur](#), perfumer and founder of fragrance brand anti Parfum, puts it, "Perfume is humanity's first time-machine."

And people are buying into it, especially Gen Z. Rather than focusing on traditional fragrance notes, Gen Z prefers to explore scents based on "vibes" — [45%](#) buy a perfume based on what's trending on #PerfumeTok, sometimes [without ever smelling it](#). This is redefining the way we relate to fragrance. We are clearly no longer just buying a product; we are buying the unique story, the narrative, and the emotional escape each scent promises.

DAZED
The perfume brand bottling the scent
of Timothée Chalamet's armpits



Image: [@dazeddigital.com](#)

Weber Forecast Insight

Scent rewires emotions instantly and lingers long after, yet remains underused in brand building. If consumers are buying the scent of dial-up internet, imagine the loyalty your brand could command with a memory-triggering scent. Don't just tell them what you stand for. Make them smell it.

BRANDWATCH



Inspiring creative from around the world

Heinz



Image: [@heinz_uk](#)

Heinz is serving sauce with a side of internet culture by turning its [Sriracha Mayo into SLAYO](#), a limited-edition rebrand inspired by the language of its fans. The spicy, sweet and tangy sauce gets a playful new identity that feels made for social feeds, with scarcity ([only 57 bottles!!](#)) adding an extra layer of hype. It's a brilliantly simple lesson in listening to your audience: take an existing product, give the community a role in the story and suddenly a condiment becomes a cultural talking point. This indeed SLAYOs.

Coach x Spotify



Image: [Spotify](#)

Coach is turning up the volume on its latest campaign, teaming up with Spotify to [blend fashion, music and IRL connection](#). The dedicated Spotify hub lets fans explore personalised listening personas. The idea then hits the road with [Tabby on Tour](#), bringing live performances, customisation and collectible merch to audiences internationally. It's a smart bit of 360° storytelling, taking one campaign idea seamlessly from [screen to stream to street](#), while tapping into music fandom to build genuine Gen Z relevance. BRB boarding the Tabby Tour Bus.

BuzzBallz



Image: [Spirits Business](#)

BuzzBallz is refusing to let summer go quietly, launching limited-edition [BallzTentz](#) inspired by the colours and round shape of its signature RTDs. With 74% of Brits reportedly in denial that summer is ending, five camping kits are being [given away through Instagram](#), complete with a two-person tent, camping chair and lanterns. It's a playful way to turn consumer insight into a highly visual, social-first activation, to keep BuzzBallz part of the late-summer conversation. The local campsite won't know what's hit it.

McDonald's



Image: [@ronaldmcdonaldhouse_uk](#)

McDonald's has brought a little Golden Arches energy to London Fashion Week with the launch of its [McHappy Day® Beanie](#) - a reversible yellow and red knit spotted on [celebrity fashion-week attendees](#) before hitting restaurants nationwide. All proceeds support [Ronald McDonald House UK](#), helping families with children in hospital. It's a clever collision of fashion, culture and purpose, using limited-edition merch and street-style to make charitable giving feel conversation-worthy and wearable!

KFC x Surreal



Image: [@eat_surreal](#)

KFC and Surreal are serving up arguably the most [unhinged breakfast](#) yet with [KFCereal, a limited-edition savoury cereal](#) inspired by KFC's Original Recipe chicken. Seasoned with the famous 11 herbs and spices, the cereal packs 19g of protein and, naturally, swaps milk for KFC gravy. It's a brilliantly bizarre brand mash-up that plays perfectly into [Surreal's disruptive personality](#), using shock factor, unexpected category crossover and limited-edition appeal to create instant social chatter. Not quite sure this was what we meant by breakfast of champions...

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: Envato

