

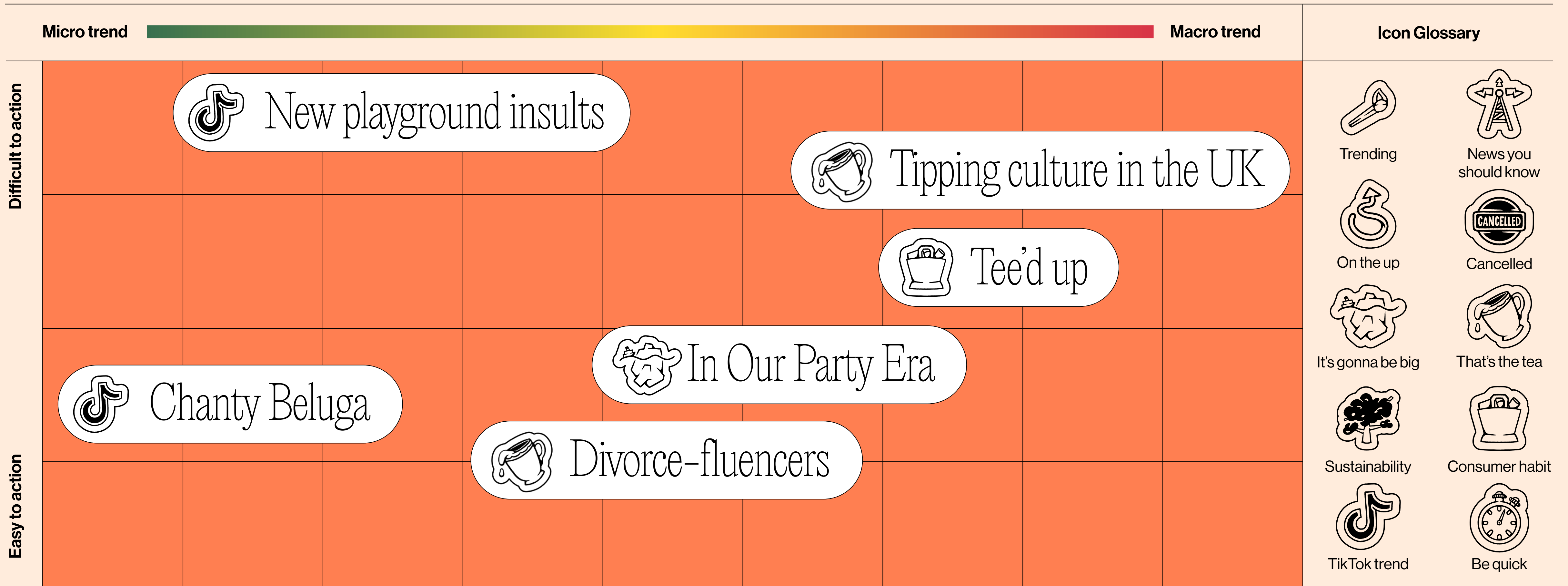
WEEKLY TRENDS REPORT

Tuesday 1 September 2026



Pictured: Edited image using Gemini

THIS WEEK'S FORECAST



FOR YOUR INFO



This week's dates & microtrends

TikTok trends

Are we in a Fever dream? What/who/where is Chanty Beluga?

The fake ancestor prank trend and run from the fake creepy Cat in the Hat.

ICYMI

Thank you, Dolly.

Max Alran wins downhill biking at Lets Gets and receives an incredible crowd reaction.

Phrase of the week

“Logging In Was Never Supposed to Be This Complicated”. How it became a game of authenticators and pressing forgot password.

Digi updates

Do you trust social media for your financial advice? Why are there so many 20-year-old self made millionaires with perfect stock portfolios???

“Divine” promises to be the next Vine. Its archive of old Vines is a trip down memory lane. We still quote her everyday.

Tea of the week

Tipping culture has become rampant in the UK. Saying no to tipping shouldn't feel so illegal.

What we're loving

The \$5 game How to Fish sells 1 million in 2 days. We've never laughed so hard while fishing.

Zara Larsson goes viral for laughing at her fans posing during Midnight Sun.

Established trends

Our favourite music genre has a name finally: Hyperclash. HALO by Tiffany Day is our AOTY.

Teen boys are shopping at Sephora and love fragrances. Parents celebrate everywhere not having to smell lynx or Axe anymore.

Insights of the week

The counterfeit luxury watch market is almost near perfection. Still illegal but shows the insane mark-up from the luxury watch brands.

In China, working-class writers are the voice of their generation.

On our radar



The Gentleman S2 – 03 September
Chad Powers S2 – 03 September



Jennie: Fallen Angel – 28 Aug
Adéla: Prima – 04 September
Rebecca Black: Age of the Exhibitionist – 04 September



NBA2K27 – 04 September

Weekly doses of cute

Dog cooling jackets, Miss Thailand food costumes, beaver kits, robot runner, Pamela and her garden, Money Moto, Les Mis HSM, and Matt Mii statues.

Rising trends

Would you start a vending machine business? Ours would just be diet coke and the occasional blind box. We would print \$\$\$.

Creators are being brought into the fold of marketing/PR teams.

The future

The multi-million failing business of lab-grown meat. If a fast-food brand did it, it would have been done by now. Dear Wendy's, please do it. xoxo

Stat of the week

One in four NFL players get brain disease. And the actual number may be higher.

Ones to watch

People v. Gorilla Grodd, GTA VI is being "leaked", Microsports are OTW, HTLAGITD 2, SKYLRK's new headphones, Katseye gets #1 and we love Werner.



Image: [@dollyparton](#)



Image: [@CNA](#)



Image: [@kenoderleyn](#)

TREND TRACKING



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

New playground insults



If you walk by a playground (in a non-weird observational way), you'll probably hear someone be called a Larper or polyester. The terms have gained a new definition; **polyester** now means to be low-quality or cheap. Similar to the term Temu-version. While **Larper or larping** has become to mean inauthentic or a poser. An evolved version of performative. Comment sections on social media posts have become a battle ground of being called out for being performative and fake. For creators, it's become a game of having to prove to their authenticity while the audience plays gatekeeper. Fake it till you make it?

Trend: We all speak internet

Divorce-fluencers



Since we covered Divorce Chic back in March, **divorce-fluencing is a growing niche** on social feeds where primarily women would detail their end of marriage and the fallout to a supportive community. Divorce lawyers are benefiting the most from this new lucrative boom while divorce-influencers are getting new-found attention from brands and new followers. Over summer the trend, **hot divorce summer**, popped off. A evolved rebrand of celebrating singlehood and can be connected to the rise of **lone-fluencers**. We're increasingly becoming more comfortable with the idea of being alone and loneliness is not longer being seen as a negative trait. Have socials killed being social?

Trend: Divorce Chic

Tee'd up



Clothing item of the year? Vintage rare graphic t-shirts. They're filling up closets and are even being worn on the red carpet. Who else but Zendaya with the **Spider-Man** tee. Old band tees, limited editions or character focused t-shirts **are selling for thousands at thrift stores**. Even bootleg shirts are seeing high valuation. It's the ultimate way to showcase personal taste, fandom and is a great conversation starter. Is it all driven by 90s and Y2K nostalgia? Yep! But the t-shirt design and clothing quality back then was unmatched. Get that 100% polyester out of here! We don't think anyone could beat our t-shirt collection; our future child will be the coolest kid at future school.

Trend: merch-maxxing



One of the most lucrative jobs in tech right now is a
Image: [@mirandadoesbrands](#)

Gen Z Is Testing the Limits of How Weird Parties Can Get

Would you attend a “farewell to Spirit Airlines” party?

By Victoria Feng

Image: [@TheAtlantic](#)



Image: [@BecomingAli](#)

AI Goes IRL: Anthropic's \$400,000 Events Job Shows How Hot Experiential Marketing Has Become

For nearly half a million dollars, could you bring Claude to life?

BY ALI DONALDSON, STAFF REPORTER [@ALICDONALDSON](#)

Image: [@Inc](#)

Weber Forecast Insight

The smartest investment for brands right now is a room and a reason to show up. Your brand's ethos and presence land better in an experience people can be part of and remember.

This week's long read



IN OUR PARTY ERA

Nights out just got more niche

We don't know about you, but our weekend plans lately have gotten increasingly hyper-specific. Supper clubs, themed gatherings, **PowerPoint nights** – every corner of culture is obsessed with curating niche nights. The more absurd, the better. Murder mystery soiree about tech billionaires on a private island? Quirky dress codes like 'dress like you're favorite metro stop' (chaotic interpretation of Fulton St, thanks for asking)? A cul-de-sac 5K? Count us in.

Themed parties have become a sought-after flex of creativity and the ultimate conversation starter. Apps like Partiful are giving cultural visibility to the **strangest of gatherings**: RSVPs to “niche and high-concept events” **exploded four-fold in 2025**. Media is covering hundreds of people gathering to eat an



apple, smoke a cigarette or watch lookalikes. All happening at a moment when Gen Z is redefining nightlife, exploring quirky hobbies and collectively longing for real human connection.

And brands are rushing to build them. Anthropic just hired a **\$400K party planner** (put me in coach!) to glue the Claude community together. Marketing budgets are redirected toward experiential activations. Team-building gatherings aren't just a HR check-box but an actual differentiator. As content gets increasingly more anonymous, premium is put on what can't be replicated: a moment, a room full of people, a vibe and memories.

Anyway, our citrus-themed Tour de Apartments invite is coming your way. The girls just want to have fun.

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

